

Job Profile: Content Writer

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| **Location:** | **New Delhi** |
| **Reports to:** | **Sr. manager - Communication** |

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| **Section 1 | About Udayan Care** |
| Udayan Care, an ISO 9000 certified organisation, has been working for the quality care of disadvantaged children and women and youth for over 25 years, with the endeavor of providing sustainable rehabilitation. The mission of “A nurturing home for every orphaned child; an opportunity for higher education for every girl and for every adult; the dignity of self-reliance and the desire to give back to society.” is what drives its 160 employees and close to 800 volunteers to action.  Based on the belief that a loving home and family is the right of every child, Udayan Ghars are long term residential homes that nurture children who are orphaned or abandoned in a family environment. Beyond 18, they get aftercare support and are educated and trained further, till job ready and independent.  Udayan Care has been accredited by Give India, Guidestar and Credibility Alliance, for its transparent and credible performance. In 2015, the Honourable President of India awarded Udayan Care the **National Award for Child Welfare 2014**— India’s highest commendation for a non-profit child welfare organisation constituted by the Government of India.  Please visit: [www.udayancare.org](http://www.udayancare.org/) |

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| **Section 2 | Purpose of the Role** |
| The role of Content Writer is critical to the success of Udayan Care’s initiatives. This is an opportunity for a highly-motivated individual to play an important role in assisting in creating the brand image and voice for Udayan Care. The Coordinator/Sr. Coordinator will be a person of great caliber with the flexibility, tenacity and enthusiasm to help in develop internal and external communications of the organisation.  Working in close collaboration with the Sr. Communication Manager & other departments of Udayan Care. s/he will be accountable for gathering all information, success stories, etc.; assisting in all internal and external communications of Udayan Care, ensuring its message is consistent and engaging; preparing social media posts and other communication designs and content.  The person will be playing a key role in expression of the organization’s voice, as per brand guidelines and building internal capability for the same at organizational level. |



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| **Section 3 | Key Responsibilities** |
| **Business/Strategic**   * Work with the Sr. Manager Communication as per strategic direction approved for Communications for Udayan Care * To produce high-quality content that engages stakeholders and builds brand recognition. * Assist to implement effective communication content that build program image positively, brand awareness, and donor and public satisfaction.   **Operations**   * 1. Ensure implementation of communication plans on different platforms: both print and online, internal and external, in keeping with the needs of the organization to make the organization visible at the local, national and international levels.  1. To create content in English for various platforms, copywriting, editing the content for posting websites, annual report, newsletter etc. 2. Assist in supervising the design and production of specific publications for fund raising campaigns, and for donor acquisition, retention and services. 3. Assist to implement media action plans to establish and maintain relationships with and promote publications about Udayan Care’s work in mass media at national level. 4. Making organizational level presentations, blogs, facebook and other social media posts under guidance of senior management 5. Plan and manage the design, content, and production of materials for advocacy. 6. Prepare monthly updates and reports, bi-monthly newsletter, annual report   **People**   * Develop and maintain strong relationships with all the different departments, programme staff and volunteers across Udayan care chapters to be able to gather right material in time and to support collaboration and cross- organizational working. * Periodically orient new joiners & staff members on brand guidelines and brand voice.   **Process** |



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| **Section 3 | Key Responsibilities** |
| * Work as per the planning for communication department and management systems to ensure work remains on track and effectively prioritized. * Assist in developing systems to ensure gathering of effective data across the functions, developing effective material from the same, whether for E newsletters, website, on-line and off-line campaigns, etc. * Assist in ensuring that all aspects of Udayan Care’s functioning in terms of Communication fall within the legal framework of the law of the land in general, especially in terms of Child Protection Policy and Media Policy on children * Coordinator with others on receiving and disseminating communication material and ensure documentation |
| **Section 4 | Experience and Qualifications** |
| **Experience**   * Around 2 yrs years of work experience * Proven work experience as a Content Writer, Copywriter or similar role * Prior experience in an NGO in Communications will be preferred * Experience of communications functions with multi-functional teams in complex, fluid situations. * Experience of influencing internal and external stakeholders, and communicating to a variety of audiences. |
| **Educational Qualifications**   * Bachelor/Masters in Mass Communications/ English |
| **Skills and Knowledge**   * Strong English writing skills * Strong communications skills, networking and relationship building skills to ensure a strong internal & external communication across all stakeholder groups and to build strong relationships with a wide range of individuals in public, private, corporate and non-profit sectors. * The intellectual creativity and innovation to develop pragmatic solutions to address Communications challenges. * Exceptional stakeholder management skills with the ability to Effective |



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| **Section 3 | Key Responsibilities** |
| interpersonal skills to work with others   * An ability to work successfully under pressure with the capacity to manage competing priorities and deliver to deadlines. * Ability to handle social media. Knowledge of design software, like photoshop preferred. |

**How to Apply:** Please send your detailed CV to [**hrd@udayancare.org**](mailto:hrd@udayancare.org)

Contact Person: **Divyansha(HR Coordinator)**