



When you work with Pravah you walk the thin line between...

Work and Fun

Sacrifice and Social Responsibility

Indiscipline and creativity

Hindi and English

Black and White

Right and Left

Me and We

ABOUT PRAVAH

Pravah(<https://www.pravahindia.org/>) was formed in 1993 with the mission to work on 'prevention' of social conflicts by developing social responsibility and personal leadership among young people (adolescent and youth). We believe that social change is effected through deep mind-set change of individuals and along with the empowerment of the socially excluded it is imperative to hugely shift the attitudes of individuals in powerful decision making positions in order to change the social structures that marginalized communities.

It is kept alive by an active and engaged Governing Board and a strong and professional executive team, and is being fulfilled through the design and delivery of innovative experiential learning and action programs with diverse groups of young people across the country. We also train teachers, support youth led initiatives, incubate new organizations and partner with other organizations to mainstream youth development and active citizenship by providing organizational development and programmatic support. We are also engaged in influencing public policy in the field of youth.

More often than not, young people are preoccupied in four spaces that society legitimizes them to inhabit. These are 1) Family 2) Livelihood/Education 3) Friends, and 4) Leisure (which includes entertainment, worship and sports among others). There is one very vibrant space although quite marginalized that young people also occupy, which we call the 5th Space - a concept to inspire and facilitate young people to expand beyond the typical 4 spaces of career-education, family, friends and leisure by creating this space in the mentioned four spaces through exploring a journey from self to society and back .This is where young people understand themselves and engage in social action. It focuses on self-transformation

of youth as much as on transforming society through them. The 5th space is co-owned and co-led by young people and adults, provides deep cross border experiences (including across borders of caste, class, gender, religion), and is a space for 'refl-action' (where in the best traditions of experiential learning, action is taken to learn about the self and reflection precedes and succeeds this action).

Annually, our total outreach is approx. 15000+ young people, support/mentor 100 social entrepreneurs/youth organizations, and work with around 100 partners.

So when you work (we prefer to call it 'walk' with us), you actually work with many others - young people, teachers, other organizations and the larger civil society – all from as diverse worlds as you can imagine.

Pravah is currently on a new curve of expansion – both in size and the scope of its interventions. To support it, a number of exciting opportunities have arisen for the engagement of inspired and committed people with diverse levels of skills and experience in Pravah.

In the current phase of our journey, we are looking for inspired and committed fundraisers to work with us. Read on to know if it could be you!

Job Title: Senior Associate Coordinator- Communications and Fundraising

Location: New Delhi

Type: Full Time

The primary role will be to guide, develop and implement the overall communications strategies for Pravah and programmes and ensure maximum on-ground and online visibility and outreach.

As a Senior Associate Coordinator- Communications, you will:

- Co-creating overall communications strategy for Pravah and embedding visibility strategy within each programmatic team.
- Creating and conceptualizing products including presentations, newsletter (quarterly) , annual report, concept notes, change story compendiums and other relevant communication materials to support visibility branding and raising resources for Pravah.
- Maintain, monitor and update the website – content management, updating new content, blog posts and updates, dealing with website hosts and creating traffic for the website.
- Managing the Pravah social media platforms (Instagram, LinkedIn, Twitter, Facebook) in terms of generating and designing content co-created with teams and executed with quality.
- Co-holding digital and on-ground campaigning activities with relevant teams, brainstorming campaign objectives, key messages and ensuring execution of activities planned.
- Building and maintaining relationships and leveraging partnerships with relevant advocacy organizations, print media, digital media, audio and influencers to amplify Pravah's work.
- Working closely with Communication Representatives from teams as an extended visibility team to drive organizational as well as programmatic visibility and building capacities of Representatives to execute strategies effectively.
- Curating speaking opportunities at events and panels where Pravah can be represented as well as conferences where Pravah can participate to amplify its work effectively. Ensure that major organizational events and activities have online and on-ground presence through pre-event mobilization, live updates from the field and post- event coverage.
- Capacity building of volunteers/ interns/ teams for doing advocacy for Pravah's programmes, keeping track of volunteers' social media handles and ensuring adherence of branding guidelines.
- Supporting research for fundraising leads through various online platforms. Anchoring crowdfunding campaigns and individual donor drives for the organisation. Preparation of donor pitch decks and programme content for fundraising initiatives.

- Work closely with the Director to adhere to internal organizational and learning processes and execute operational systems in partnership with communication representatives other relevant to programme teams.

We are looking for a person who:

- has **2-3 years of experience** in communications within the development sector
- is open to learning, has the ability to think out of the box and has a deep people orientation and an ability to connect with people
- is able to think creatively and has good story-telling ability
- enjoys working with a team, and in a collaborative manner
- has worked with communication tools like **Canva, Adobe InDesign, Wix, Illustrator, etc.**
- has a strong commitment to youth development issues
- has excellent oral communication skills in both Hindi and English

*** We are looking for people who are willing to make a minimum of a 2 year commitment to Pravah. We offer an enriching learning environment and the opportunity to work with a team of dedicated and passionate professionals who share a common vision.*

If you are interested in working towards nurturing youth and adolescent leadership and think you will be a good fit for the position, please send your CV along with a cover letter to jobs@pravah.org with the subject line: **Application for Associate Coordinator - FRV.**

We will be interviewing shortlisted candidates on a rolling basis. You will hear from us if your CV is shortlisted for the position.
