



Job Description

Communications Lead

Position Title:	Communications Lead
Contract Type	Full-time employment
Level	Senior Manager
Reports to	Chief Program Officer – Education
Working Relationships:	<u>Internal:</u> Content and Training team, MME team, Programs and Partnerships team, and Regional teams. More broadly, this role is expected to engage with PI's Digital and Youth Skilling, along with any conversations with Senior Leadership/management. <u>External:</u> Governments, NGO partners, donors
Location:	Delhi/Mumbai (other locations in India can be discussed depending on the requirements), with occasional travel to other operational countries
Work format	Hybrid
Starting date:	November 2025

Position Overview

The Communications Lead is a strategic and senior-level role responsible for building, implementing, and managing the entire communications function for Pratham International. The Communications Lead works closely with internal teams and external partners, including media, NGOs, and vendors, to ensure effective storytelling, brand alignment, and audience engagement across multiple platforms. This role involves overseeing a range of communication activities, from content creation and digital marketing to data analytics, while ensuring a unified and consistent institutional voice.

Key Responsibilities:

1. Communications Strategy Development and Execution

- Lead the creation of comprehensive and impactful communications strategies and annual plans for Pratham International.
- Ensure alignment across communication plans for different verticals within PI (E.g., Digital, Education, Youth Skilling) on organizational objectives and mission.

- Manage and build the communications function – almost from scratch, establishing scalable systems and processes for the long term.
- Manage and maintain an editorial calendar to achieve strategic goals, monitoring and adjusting as needed for diverse target audiences.
- Collaborate with program teams and senior management to integrate storytelling and data into external/donor communications.

2. Content Creation and Oversight

- Oversee the development of high-quality content, including articles, reports, press releases, and multimedia, that highlights Pratham International's work across diverse country contexts in Latin America, the Middle East and North Africa, Southeast Asia and Sub-Saharan Africa.
- Develop a Content Strategy Focused on Storytelling, creating a consistent pipeline of human-centered stories from the field that can be repurposed across multiple channels.
- Create or supervise the creation of visual assets, including infographics, social media graphics, and marketing collateral, including videos.
- Ensure all content aligns with organizational branding, messaging, and design standards.
- Manage Multilingual Adaptations, implementing a clear process for adapting core messages and stories for different languages and cultural contexts, working collaboratively with local staff and partners to deliver the message effectively.

3. Brand Management

- Develop and enforce Pratham International's brand guidelines across all communication outputs.
- Conduct internal training to ensure staff adherence to brand standards and institutional voice.
- Develop boilerplate language, talking points, and key messages for use across the organization.
- Standardize Collaterals, building a library of templates and assets (e.g., presentation decks, report covers, social media graphics) that ensure brand consistency across all internal and external communication without needing constant creative supervision

4. Digital Engagement and Analytics

- Manage and grow Pratham International's digital presence, including websites, social media platforms, and email campaigns for a global audience.

- Monitor and analyze the performance of communication initiatives using digital tools to optimize strategies.
- Use audience insights to refine digital engagement and messaging efforts across different regions e.g., Latin America, Middle East and North Africa, etc.

5. Media Relations and Monitoring

- Build and maintain relationships with media outlets, journalists, and influencers relevant for Pratham International's work across the globe.
- Serve as the primary point of contact for media requests and external communication opportunities.
- Monitor media coverage and public sentiment, developing responses to ensure alignment with the organization's mission.

6. Team and Vendor Management

- Build and coach a communication staff and consultants to ensure efficient workflows and timely deliverables.
- Manage relationships with external vendors, including designers, photographers, and digital marketing agencies.
- Ensure timely and high-quality delivery of communication projects.

7. Organizational and Stakeholder Support

- Support program teams and senior leadership with tailored communication materials for events, presentations, and donor engagement.
- Assist in managing crises, ensuring clear and effective messaging during critical moments.

Qualifications and Experience

Education

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or a related field.
- A Master's degree is an asset.

Experience

- At least 8+ years of professional experience in communications, media relations, or marketing with a focus on strategic and organizational-level responsibilities.
- Proven experience leading communication strategies in an international organization; nonprofit experience a plus.

- Demonstrated success in storytelling, content creation, and brand management.

Skills and Competencies

- **Strategic Thinking:** Ability to develop and execute comprehensive communication plans and build a function from the ground up.
- **Writing and Editing:** Exceptional writing, editing, and proofreading skills for diverse audiences.
- **Digital Savvy:** Proficiency with social media platforms, analytics tools, and content management systems.
- **Visual Design:** Familiarity with graphic design software (e.g., Adobe Creative Suite) and video production tools.
- **Interpersonal Skills:** Ability to collaborate effectively across teams and engage external stakeholders.
- A **"hands-on" approach** to content creation paired with the ability to manage broader strategic and brand responsibilities.
- **Problem-solving:** Strong analytical and decision-making skills, especially under pressure.

Technology Proficiency

- Proficiency in Microsoft Office Suite (Word, PowerPoint, Excel) and collaboration tools.
- Experience with digital marketing tools (e.g., Google Analytics, Mailchimp, Hootsuite) is highly desirable.
- Proficiency with WordPress and related website management tools.

Fluency in English. Knowledge of additional languages (Spanish, Portuguese, Arabic or French), if applicable, is an asset.

May include travel to project sites and field visits to capture on-ground activities, interactions with local communities, and partnerships with various stakeholders in overseas contexts.

To Apply

- Click [here](#) to apply.
- Given the large volume of applications we usually receive, we regret that we are unable to respond to every applicant. Only shortlisted candidates will be contacted for the next steps.

- The selection process for this role includes 2–3 rounds of interviews and a written assessment. We will conduct reference checks for those who advance to the offer stage.

Pratham International is an Equal Opportunity Employer

Pratham International is an equal opportunity employer and encourages people from diverse backgrounds to apply for positions within our organization, even if they don't feel they "check all the boxes".