

JOB DESCRIPTION

Position Title	Coordinator – Communication
Department/ Function	Resource Mobilization
Band	Coordinator
Location	Delhi
Travel	Upto 40%
Direct Reporting to	Sr. Manager Development
Reportees	

About: Miracle Foundation India

For the past 10 years, **Miracle Foundation** India has improved the lives of more than 15,000 children and impacted nearly 300 Child Care Institutions. Today, we are an industry leader in family-based care, helping to reunite children with families, and working at the local level to keep children from ever entering the childcare system in the first place.

We utilize the power of data to create real, sustainable change. Our proven Thrive Scale™ methodology is based on the UN Rights of the Child and allows us to systematically measure and improve all aspects of a child's well-being, both in an institutional setting and as they transition to a family.

In order to achieve this, we have two goals:

1. Prevent children from entering the system in the first place.

Every day around the world, social workers, caregivers and government officials make decisions that impact millions of vulnerable children. Along with UNICEF and other partners, we provide highly specialized training and educational resources for these “boots on the ground” workers in the childcare ecosystem.

Through this collaboration, Miracle Foundation India has trained 2300+ government officials and caregivers and activated community and youth led initiatives. All of this outreach works to identify and support at-risk children and vulnerable families long before formal interventions become a necessity. This is the future. This is how we break the cycle.

2. Transition children from childcare institutions into families.

After years of supporting children in childcare institutions, we now focus on helping children transition to family-based care. To facilitate this, we've adapted our Thrive Scale™ to measure and activate a child's rights after they return home. Part of this work also involves encouraging childcare institutions to buy-in on the concept of family reunification.

Miracle Foundation India is a Section 25 NGO which is responsible for executing all programs in India and is a part of the Miracle Foundation global organization which is registered in the US as a 501(c)(3) non-profit.

Organization Chart



Key Purpose of the Role

- This position is responsible for implementing the communication strategy for Miracle Foundation India

Key Roles & Responsibilities

Content Development and Design

- Create, copy edit, proofread content for various marketing collaterals, social media posts, events etc.
- Develop annual reports by coordinating with internal teams and creative agencies.
- Ideate and create written and visual content for different collaterals (Two pagers, internal collaterals, donor reports, brochure, proposals etc).
- Update collaterals on a regular basis – or as requested
- Churn social media content from program reports, site visits updates etc.
- Proofread and edit program collaterals
- Develop blog posts from drafts sent by multiple teams
- Ensure brand messaging, palette and logo are consistent across all social media platforms and website

Social Media and Campaign

- Help gather data, analytics, and insights for campaigns; set up success criteria for successful campaigns; monitoring & evaluation
- Manage incoming queries/leads from social media
- Support for campaign messaging efforts through social media, website and digital communications as needed.
- Collect ground updates, photographs and activity reports from the field team and further develop it into posts, information that can be shared with external stakeholders.

Learning Events and Webinars

- Coordinate with the program team to understand their requirements and work in collaboration with key stakeholders (program, fundraising & strategy teams, beneficiaries) to develop creative and effective marketing material that utilize personalized stories/ testimonials, program outcomes and engaging images which ensures Miracle Foundation India's presence and representation across platforms and networks.
- Coordinate with the program team on Learning events for communication support

Website Update

- Coordination with internal teams and collecting information on a regular basis to update on the website.

Miscellaneous

- Any assignment given by Head – Resource Mobilization & India Country Head

Internal Relationships

Role – Department	Frequency of Interaction	Purpose of the Interaction
Program	Monthly	- For content, design requirements etc - For monthly updates on programs
Development team (US)	Monthly	- For global updates and policies / practices

External Relationships

Role – Department	Frequency of Interaction	Purpose of the Interaction
Digital marketing Agency	Daily	- For social media post bank and other content requirements
Website Agency	Daily	- For blogs and other updates on the website
Miracle Foundation India contact us queries	As needed	- Answering all the queries raised through Miracle Foundation India Contact us - Reputation Management

Education & Experience Required

Education	Experience
------------------	-------------------

<ul style="list-style-type: none"> ○ Bachelor’s degree in communications, journalism, English or related field. 	<ul style="list-style-type: none"> ○ 2-3+ years of experience in media relations, journalism, communications or related fields.
--	--

Preferred Skills

- Experience in content writing
- Excellent oral and written communication skills
- Excellent interpersonal skills, ability to listen well and positively represent the organization and its mission
- Excellent project, time and organizational management skills
- Attention to detail and hands on approach
- Strong writing, editing, proofreading and layout/design skills
- Strong interpersonal skills
- Ability to be flexible
- Self-motivated, self-starter, and team player
- Respect for the core values of Miracle Foundation India and high level of empathy towards the project participants and the children we serve
- Capable to think innovatively and creatively to accomplish organisation objectives

Child Safeguarding Policy

Any employee, consultant, contractor or the supplier undertaking an activity on behalf of Miracle Foundation must sign and comply with the Miracle Foundation’s Child Safeguarding Policy which is a statement of Miracle Foundation’s commitment to preventing abuse and protecting children with whom it comes into contact.

This extends not only to children with whom Miracle Foundation and its partners work directly with, but also includes children whom staff are responsible for. Miracle Foundation believes that the situation of children must be improved through the promotion of their rights supported and demonstrated by all members of staff. Miracle Foundation’s India Code of Conduct sets out the standards to which all staff members must adhere.