



Communications Associate

About Us: Karmyo Foundation is a registered nonprofit, on a mission to nurture future Changemakers & Innovators. Karmyo's experiential programs for school and college students have impacted more than 2500 participants and helped them develop entrepreneurial mindset and skills. The organisation is fueled by the passion to support young people unleash their potential. The journey began in early 2015, when founder Anshumaan Bansal initiated practical educational programs for school kids from low-income background. The organisation has been recognised as an innovative venture by Startup India (Central Government), iStart (Government of Rajasthan) & Atal Incubation Centre (NITI Aayog).

About the role: The Communications Associate will play a critical role in building awareness around the work of the organisation. The primary responsibility of the individual will be to build a brand identity of the organisation within the community (schools, teachers, parents and teenagers) and beyond. S/he will be part of the core team and work to capture stories and build campaigns to drive awareness and participation in Yopreneurs' work. The responsibilities include but are not limited to:

- Develop and implement integrated communications and marketing strategies for the organisation and other functions
- Create content for diverse mediums and formats - website, social media posts, partner proposals, articles from the leadership team, reports, newsletters
- Develop content and analytics of the organisation's website and blog and manage brand pages on various social media platforms.
- Create engaging content specific to each platform and devise and execute online campaigns to boost engagement. Study trends and manage online queries and comments
- Conceptualize, curate and execute events for increasing brand visibility and engaging with various audiences - schools, parents, participants, government and media
- Stay informed of market drivers and industry news and share insights with the teams

Ideal Candidate:

- Holds a Bachelor's or Master's degree (or equivalent experience) in English, Professional Writing, Public Relations/Marketing, or other relevant discipline.
- Has 1+ years of experience in advertising, brand marketing, digital marketing
- Possesses strong writing and copy editing skills required across all media channels
- Has a creative bent of mind to create novel and engaging content
- Has demonstrated knowledge and understanding of the use of web, digital and social media platforms (Facebook, Twitter, Instagram, YouTube, SEO/SEM, E-Communications, Video, Google Analytics)
- Has experience in or willing to be part of an analytical, results-oriented environment with external customer interaction



- Has the ability to thrive with minimal guidance, work independently, handle ambiguity, and navigate fast-changing requirements

Selection Process:

Round 1: Telephonic Interview

Round 2: Assignment

Round 3: Face to face/ skype interaction

Location: Pune

Joining Date: Immediate

Application Process: Interested candidates can send their resumes with a cover letter at luv@karmyo.com or anshumaan@karmyo.com.