

Job Title: Communication Officer
Company: KIRAN SOCIETY, VARANASI
Location: Varanasi, Uttar Pradesh, India

About KIRAN SOCIETY:

KIRAN SOCIETY is a non-profit organization dedicated to empowering marginalized communities in Varanasi. Our mission is to foster sustainable development, promote social justice, and create opportunities for individuals to thrive. Through various initiatives, we aim to address the challenges faced by vulnerable populations and work towards building a more inclusive society.

Position Overview:

We are seeking a skilled and creative Communication Officer to join our team in Varanasi. The Communication Officer will be responsible for developing and implementing communication strategies to effectively convey KIRAN SOCIETY's mission, activities, and impact to various stakeholders, including donors, supporters, partners, and the general public.

Key Responsibilities:

Communication Strategy: Develop and execute comprehensive communication plans to enhance the organization's visibility and engagement with target audiences.

Content Creation: Create engaging and impactful content for various channels, including websites, social media, newsletters, press releases, and marketing materials.

Media Relations: Cultivate relationships with media outlets, journalists, and influencers to secure positive media coverage and increase awareness of KIRAN SOCIETY's initiatives.

Public Relations: Plan and coordinate public relations activities, events, and campaigns to promote the organization's mission and objectives.

Digital Engagement: Manage the organization's online presence, including website content, social media channels, email newsletters, and digital advertising.

Community Engagement: Develop and implement strategies to engage with local communities, stakeholders, and partners to build support and participation in KIRAN SOCIETY's programs and activities.

Brand Management: Ensure brand consistency and integrity across all communication materials and channels.

Monitoring and Evaluation: Monitor and evaluate the effectiveness of communication efforts using key performance indicators and analytics tools.

Qualifications:

Bachelor's degree in Communication, Public Relations, Journalism, or a related field. Master's degree preferred.

Proven experience in communication or public relations, preferably in the non-profit sector.

Excellent written and verbal communication skills, with a keen eye for detail.

Strong storytelling abilities and creative thinking.

Ability to work independently and collaboratively in a fast-paced environment.

Proficiency in digital communication tools and platforms.

Knowledge of media relations principles and practices.

Passion for social causes and commitment to KIRAN SOCIETY's mission.

How to Apply:

If you have the skills and passion to effectively communicate KIRAN SOCIETY's mission and activities to diverse audiences, we encourage you to apply for this position. Please submit your resume along with a

cover letter detailing your relevant experience and why you are interested in joining KIRAN SOCIETY.
Email your application to hr@kiranvillage.org.

Deadline for Application: 1st June 2024

KIRAN SOCIETY is an equal-opportunity employer and welcomes applicants from diverse backgrounds.
We thank all applicants for their interest; however, only candidates selected for an interview will be contacted.