



Organisation: iProbono India

Position: Communications and Advocacy Officer / Junior Communications and Advocacy Officer

Term: Full-time

Location: Delhi

Remuneration: Starting INR 40,000 per month (commensurate with experience)

Deadline: Friday, 22 November 2024

About iProbono

iProbono is a global group of social justice organisations and affiliates with a mission to enable people to access their rights in pursuit of a just society.

We advance justice for all by representing people in need, strengthen the impact of civil society and advocate for policies that promote social equity and end discrimination.

iProbono works on cases involving child abuse, trafficking, women's rights, disability rights and housing rights, and engages in advocacy efforts on these subject areas. We also provide support in the form of legal assistance to NGOs across the country working on a range of issues.

The Role

As our Communications and Advocacy Officer, you will play a key role in amplifying iProbono's mission, initiatives, and campaigns to drive public awareness and support. Your responsibilities will center on content creation, distribution, and knowledge management to highlight our impact and engage the public effectively. Proficiency with Google Analytics tools and Canva is essential, along with a passion for social justice and digital engagement.

Working closely with the iProbono programs teams, you'll identify impactful stories in our key focus areas and ensure our communications efforts resonate with a wide audience. This position offers a unique opportunity to learn from seasoned professionals while contributing to meaningful, high-impact advocacy.

You will report to the Communications and Advocacy Manager (CAM), Communications Lead (CL), and Chief Executive Officer (CEO). This is a full-time, office-based role from Delhi.

We value individuals who envision building their careers with us and are passionate about social justice.

Responsibilities

1. **Content Creation:** Develop compelling content for various platforms including website articles, blog posts, social media, newsletters, press releases, and marketing materials.

2. **Maintaining a Social Media Presence:** Assist in maintaining iProbono's social media presence, ensuring cohesive messaging, engagement, and growth of our online community.
3. **Campaign Support:** Aid in planning and executing advocacy campaigns to mobilise public support and drive policy changes.
4. **Event Promotion:** Design promotional materials and support events, workshops, and conferences to build awareness and advocacy in collaboration with the CAM.
5. **Analytics and Reporting:** Track communication efforts through analytics, gather feedback, and compile monthly reports to evaluate impact.
6. **Brand Consistency:** Ensure cohesive brand messaging and visual identity across all platforms in coordination with the CL and CAM.
7. **Content Development:** Work with the program teams to collect stories, updates, and information for impactful communications.
8. **Database Management:** Maintain our contact database to ensure accurate and updated records.
9. **Communications Calendar:** Keep the communications calendar current, tracking key events and deadlines.
10. **Website and Administrative Support:** Assist with website updates and other administrative tasks as needed.

Skills and Experience

1. Bachelor's degree in Arts or other relevant certifications
2. 2 years' experience in a communications and social media role
3. Excellent written and oral communication skills in English
4. Proficiency with Canva, Photoshop/Lightroom, Illustrator, MS Office and database management.
5. Ability to work independently and collaboratively in a small team setting

To apply, please email recruitment@i-probono.com with your CV, a short cover letter stating why you are suitable for this role, and 1-2 recent work samples (e.g., communication campaigns or writing samples). Shortlisted candidates will be invited for an interview (in person or over Zoom)