



अवन्ती
AVANTI FELLOWS

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Job Description: Manager, Marketing and Communications

About Avanti Fellows

Avanti Fellows is a social enterprise established in March 2010 with the objective of broadening access to tertiary education in India. We help bright and motivated students from low-income homes gain admission to premier undergraduate colleges and ensure that they perform well and assimilate socially during their time in college. We currently have 4 full-time employees and around 150 student volunteers at 5 IITs – Bombay, Delhi, Madras, Kanpur and Roorkee, and help 120 students prepare for engineering entrance exams.

Avanti Fellows is the winner of the Stanford BASES Social Entrepreneurship Challenge 2010, a PanIIT Alumni India initiative and an UnLtd India investee.

Overview of the Role

The Marketing and Communications Manager will work directly with the CEO to create and execute Avanti's marketing, media and communications strategy. Selected candidates will be expected to take on significant ownership early and grow in responsibility within a year.

Primary Roles and Responsibilities

- Own Avanti's voice. Manage and coordinate all marketing, advertising and promotional activities
- Work with student teams and staff to create communications collateral for publicity of our initiatives
- Create and manage content for the Avanti website (what we do, fellow profiles, news updates, blogs, etc.)
- Build and manage Avanti's social media presence (Facebook, Twitter)
- Create and release Avanti's monthly newsletter
- Set up channels and create collaterals to reach more Fellows.
- Set up nationwide media partnerships (newspapers, radio, TV)
- Write our press releases. Ghost write articles for major newspapers and magazines
- Work with the team and governing board to conceptualize and execute new initiatives

Requirements

- Any undergraduate degree; work experience is a plus
- +6 months professional work experience required
- Exceptional writing skills; professional communication skills and past writing experience during or after college is a plus
- A passion to work in an entrepreneurial environment
- Polished interpersonal skills; experience in leading teams is a plus

Location

Mumbai or New Delhi

Compensation

INR 5 Lakhs per annum (negotiable, based on experience and fit)

www.avantifellows.org