



**THE
APPRENTICE
PROJECT**

**Job Description
Partnership and Communications Team
Lead**

*learn what you love
teach what you love*



About The Apprentice Project (TAP):

The Apprentice Project (TAP) is a non-profit organization determined to transform Government / low-income schools by enabling holistic development of all children. We use choice based learning and student leadership as tools to build socio-emotional skills and give real-world exposure to children from low-income communities.

TAP leadership team, comprising alumni from Indian Institute of Management, Teach For India, and The Harvard university, believes that all children irrespective of their background should get the skills and resources to realize who they are and achieve what they want to be.

TAP is supported by Ford Foundation, Capgemini, IIM Bangalore, Harvard University, Schlumberger, and others. TAP has impacted 4000+ children across 20+ schools through 500+ facilitators.

How do we do it?

TAP has created an online and offline platform through which we work with students from Grade 4 to 9 in Government schools across the country. Students get to learn an elective of their choice from amongst: Art & Craft, Dance, Drama, Coding, Electronics, etc, and use their passion as a medium to build socio-emotional skills.

The learning is enabled with the help of high-skilled volunteer facilitators from institutions / organizations like IIT, NID, FTII, Oracle, Citibank, Thermax, etc. who mentor students across the domains of Visual arts, Performing arts, Technical Arts, and Sports using TAP's structured curriculum and technology platform.

About the Role:

Role title: Partnership and Communication Team Lead

Role type: Full Time

Expected Joining Date: February 2021

Role location: Remote working till June 2021 post that location Pune/Mumbai.

Role description: As Partnership and Communications Team Lead, the role would entail managing the brand presence of TAP on a whole, and strengthening the relationships with partner NGOs, schools and other organizations. It would involve planning communication, following-up with multiple stakeholders, and reporting to ensure transparent communication.

We are looking for a candidate with a desire to solve complex challenges with a positive inclination for action to come join our leadership team. Our ideal candidate will have a tangible experience in media/communications, and managing people and resources through an educational degree or/and professional work experience. He/she must have a strong oral and written communication skill so as to present TAP to various stakeholders.

Responsibilities:

1. Manage the grid boards for social media for Instagram, Facebook & LinkedIn
2. Work closely with influencers to increase social media presence
3. Media management - newspaper & digital blogs
4. Newsletter strategy & execution
5. Create canva images, videos and other visual materials for social media, donors and other stakeholders
6. Google ad words execution
7. Manage a team of 15+ volunteers for Social media and communications
8. Onboarding of schools and corporates into our program
9. Assist in making TAP brand communication strategy
10. Identify partnerships that can accelerate our reach
11. Contribute towards building a healthy and inclusive culture in line with the TAP values

Skills and Qualifications:

Relevant experience and skills:

- Internships/Freelance/Any work experience preferably in roles which required managing Partnerships or Communications.
- Demonstrable ability to work towards ambitious goals in the face of challenges
- Managing relationships with multiple stakeholders and Networking aptitude
- Expertise on technology tools like MS Office, Google Suite and other relevant softwares
- Attention to details and multitasking skills
- Strong written and communication skills

Desired mindsets:

- Passion to bring about a change in the education sector
- Positively inclined towards action
- Drive to create a path and make things happen to move forward towards unexplored areas

Experience:

0 - 5 years

The individual will receive the compensation at par with the sector benchmark for this position, commensurating with the individual's prior experience and qualifications.

Apply here for next steps: <https://forms.gle/VYdMDsGFEB5C9E2c7>