

## **Kaivalya Education Foundation (KEF) & Piramal Foundation For Education Leadership (PFEL)**

**Job Position:** : Program Leader for Brand & Communications Team

**Location:** Anywhere in the country

### **Organization Overview:**

Kaivalya Education Foundation (KEF) & Piramal Foundation for Education Leadership (PFEL) is a change management organisation that supports Public Education System Leaders in improving the learning levels of students by enabling people and embedding technology.

### **Fellowship Communications Team**

Gandhi Fellowship Communications team is being developed and harnessed to establish the Gandhi Fellowship brand identity, salience and a high recall in its relevant framework, with 100% brand building focus beginning with top institutes of India. This team will work with and closely support the dedicated Program Managers for each zone and also interact with the placement cell, senior faculty members, current batch Gandhi Fellows, Ex-Gandhi Fellows to work out strategies for impactful activities, engagement and strong brand connect programs. The task is to finally establish Gandhi Fellowship as a preferred and top-of-mind choice for students and through it, help them to transform themselves and bring large-scale systemic impact. Also, set the standards high for Gandhi Fellowship and position it as the only program which gives a complete and the best platform for self-change to aspirants during campus recruitment drives.

### **Primary Responsibilities:**

- Take charge of and support top institutes in the country with all events and strategic tie-ups
- Plan and execute communication strategy to achieve goals and increase brand visibility on different social media platform.
- Curating and writing stories of current batch fellows, ex-fellows and designing social media campaigns to increase brand awareness.
- Liaison with Zonal Program Manager for planning and implementing such strategies
- Fellow On- board engagement programmes and their execution
- Create and maintain annual calendar of such activities and earmark dates and phases of implementation.
- Take full responsibility of deadlines, timelines, correct execution, quality control and budgets
- Monitoring and supervising all vendor related jobs and activities with special emphasis on precision, quality and costs

### **Required Skills & Attributes**

- Fine understanding of brand and brand tenets to ensure correct messaging and execution
- Excellent communication skills including, writing, speaking, and making presentations.
- Thorough in PowerPoint, excel and other basic software (preferred video editing )
- Excellent Liasoning skills with internal team and clientele
- Keenness to develop awareness and knowledge of institute profile, institute team profile and their sensitivities
- Relationship Management with internal and external stakeholders as well as vendors
- Meeting tough deadlines and crisis management abilities
- Ability to develop content consistent with the Gandhi fellowship brand voice, style and tone

### **Experience:**

Minimum 2 years of work experience in Corporate or Development sector. Past experience in Leadership Development and Change Management.

### **Education:**

Bachelor's or Master's degree in any discipline. Graduates with relevant years of experience may also apply.

**Language Proficiency:**

Good Written and Oral communication skills in Hindi and English.