



Job Description for Communications Manager - Part Time

About the org: KickOff Solutions is a nonprofit platform supporting tribal & slum girls through sports-based scholarships, change-maker skill building offerings, infrastructure, exposure, and mentoring support across a dozen Indian states and Mali - Africa. We are a 501c3 registered US org with an 80G/12A & CSR certified Indian subsidiary, and are trying to empower underprivileged girl leaders as future change-makers and role models, and develop relatable hero stories to provoke community level dialogues challenging discriminatory gender norms.

About the Goal: We wish to disseminate inspiring stories and engage relevant audiences & prospective donors for future partnerships, volunteer engagements and individual & corporate donations/grants. This involves developing & sharing content & updates every month while staying sensitive to the safety risks of our vulnerable girl leaders.

If you have experience in written content creation for social media and websites, besides sharing a passion for social impact for empowering underprivileged girl leaders through sport, do get in touch. We'd love to hear your own story, and discuss if/how you could join us.

Commitment & Stipend

3-monthly renewable retainership contract charged at USD 250 per month for ~26 hours a month (at least 5-6 hrs a week) of effort (flexible; can be clocked across the week); ~10% yearly increment expected on continuity.

Responsibilities

- WEBSITE & SOCIAL MEDIA ENGAGEMENT
 - **Publish & share** engaging content (e.g. original text, photos, videos and news) on relevant social media and social impact platforms, website to build awareness around stories of girl leaders, partner initiatives, KickOff Solutions program updates, events and fundraising campaigns. Monitor monthly traffic & engagement metrics for ongoing learning & approach refinement.
 - **Design & implement social media initiatives** aligning with marketing/fundraising plans, to build, grow and track online engagement (including communication with followers), overseeing social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout), and ideas to improve target audience engagement.
 - **Refresh website content** with monthly revisions / as needed ensuring the content is updated, relevant to the target audience based on demonstrated engagement.
- STORY BUILDING
 - Generate & edit a set of 5-6 written and/or visual (videos or illustrations) shareable girl leader stories every quarter with inputs from the Insights & M&E teams
- QUARTERLY NEWSLETTER & ANNUAL REPORT OUTREACH
 - **Prepare outreach content** for at quarterly & annual frequency in coordination with Insights and M&E teams

Desired skills

- 3+ years of experience in digital communications.
- Either of the below qualifications, along with openness & demonstrable aptitude for the other:
 - Familiarity with web content and social media campaigns to increase awareness & engagement, preferably with

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exposure to marketing social impact efforts and/or fundraising. Ability to deliver creative content (text, image and video), with hands-on experience in web design & content creation, with some Proficiency in Canva or Photoshop, or any other digital imaging app for editing.

- Ability & will around interacting empathetically with lesser privileged girls & their families to build understanding on the context of the beneficiaries and partner orgs.