



## **Marketing & Communications Officer** *with a specialty in campaigning and lobbying*

Free a Girl is an international organisation dedicated to freeing young girls from forced prostitution and prosecuting the offenders. In the past 9 years we contributed to the liberation of thousands of girls from the brothels as well as supported their rehabilitation and reintegration into society. In India we recently started Free a Girl India (formerly known as Free a Girl Movement)

Free a Girl India focuses on:

- Creating awareness about the problem of child prostitution and the impunity of offenders of child prostitution within its own country and lobbying for legal reforms
- Mobilising the support of local society to fight against this crime for sustainable change.

The **Marketing & Communications Officer** with a specialty in campaigning and lobbying will ensure the quality and efficacy of all Free a Girl India's internal and external communications across all media to strengthen the awareness of the CSEC (Commercial Sexual Exploitation of Children) issues in India and to lobby for change.

### **Job Description:**

The Marketing & Communication Officer is a creative and curious copywriter reporting to the Executive Director. Keeping an eye on the corporate identity of Free a Girl in media visibility (image and text) is one of the main responsibilities in this job. He/ She will create and work on the social media strategy and will support fundraising activities with online and offline texts. He/ She will manage the production of key advocacy and campaign products/ activities in close coordination with the Executive Director and will play a representational role in external meetings with different stakeholders.

### **Key Responsibilities:**

- Proactively identify and take ownership of key advocacy moments and products, including ad hoc press releases and organising press events
- Cooperation with existing Free a Girl partners and identify new cooperation partners for lobby and advocacy campaigns
- Draft the production of advocacy products for use at national level, including advocacy and context updates, talking points, key messages, etc. on a regular basis
- Create and maintain a database of all potential individuals, parties and stakeholders relevant to marketing and communication
- Content to be collected in sync with the media consumption trends, popular channel and formats
- Facilitate regular information sharing through project updates, news bulletins and newsworthy stories
- Supervise core values and jargon in the communication
- Deliver content for the Free a Girl India website & all social media handles
- Coordinate print work and edit all text work



- Provide regular context and operations analysis and information for lobbying purposes mainly focusing on legal reform and impunity
- Conduct regular research and written analysis of CSEC related issues
- Draft the production of advocacy products for use at national level, including advocacy and context updates, talking points, key messages, etc. on a regular basis
- Ensure that all key advocacy messages, documents and strategies are evidence-based, regularly updated and of a high quality
- Network with other existing non-government organizations, government organizations and stakeholders already working in the field of CSEC
- Attend relevant meetings, conferences and briefings
- Provide regular written reports on update of work

All activities will take place in close cooperation with the head office of Free a Girl in The Netherlands and with our PR & communication partner in India.

#### **Preferred Qualifications:**

- Degree in (Mass) Communications, Marketing or equivalent
- At least 3 years of relevant experience; preferably working for an NGO
- Knowledge of design, video editing software and Wordpress will be an added advantage
- Proven abilities to develop and curate content for servicing fundraising and communication requirements
- Excellent communication skills for lobbying and media work. Ability to communicate complex issues in a clear manner is essential
- Exceptional writing and verbal communication skills in English and Hindi
- Affinity with the work of Free a Girl and thorough understanding of human rights issues and contexts

#### **Competences**

Cultural awareness, creative, proactive, curious, meticulous and flexible

#### **Job Location**

Mumbai

#### **How to Apply**

Send your CV and motivation letter to work for Free a Girl India to Shikha Phillips, via e-mail [shikha.phillips@freeagirlindia.org](mailto:shikha.phillips@freeagirlindia.org)