

JOB OPENING AT TARSHI
POSITION: PROGRAMME ASSOCIATE – COMMUNICATIONS

ABOUT US

TARSHI (Talking About Reproductive and Sexual Health Issues) is a non-profit organisation established in 1996 and based in New Delhi. Guided by the vision that all people have the right to sexual well-being and to an enjoyable and self-affirming sexuality, it works towards expanding sexual and reproductive choices in people's lives. TARSHI's programmes address all people, of all ages, communities, classes and sexual preferences, with a focus on women and young people and their sexual and reproductive health and rights.

TARSHI's work includes strengthening capacity of practitioners in the field through trainings on the inter-linkages between rights, sexuality and reproductive health; providing much-needed and valued sexuality information to people of all ages through publications and public education; sensitising service providers as well as the general public to sexual and reproductive rights. More information on our work can be found at www.tarshi.net.

CORE REQUIREMENTS AND RESPONSIBILITIES

- Planning, conceptualising and co-ordinating with contributors for our fortnightly online magazine [In Plainspeak](#) and other online and offline communications
- A good understanding of Wordpress, and willingness to stay up-to-date with its latest developments
- Updating the Wordpress platform (plugins, themes, widgets) as and when required
- Working knowledge of how to upload articles, media, etc, and how to create pages/posts to schedule and share
- Basic knowledge of HTML coding and SEO content, is an added advantage; alternatively being willing to learn basic coding from team members if required
- Building SEO strategy, keyword research and analysis and stay updated with latest SEO guidelines. Analyse and improve existing onsite SEO as per the standard practices
- Support in all activities leading to publication – soliciting, curating, proofing and editing content, including writing an Editorial every month based on the theme of *In Plainspeak*
- Co-ordinating with volunteers and other members of the *In Plainspeak* editorial team.
- Knowledge of photo and video editing software and illustration/design skills preferable
- Content development and designing for social media platforms such as Facebook, Instagram and Twitter
- Thinking and communicating strategically about new content needed in order to tell TARSHI's story, its impact and vision for the future.
- Working knowledge of Google and social media analytics, to provide the team with an analytical report at the end of every month
- Working knowledge of newsletter mailing platforms and a willingness to learn on the job if required
- Developing a system to monitor and evaluate the responses to TARSHI's various communication modalities
- Ensuring effective reporting of programmes
- Participating in networks on issues of sexuality, sexual rights and women's rights
- Representing the organisation at diverse fora
- Furthering the development of programmes in keeping with TARSHI's vision

THE PROGRAMME ASSOCIATE WILL ALSO BE REQUIRED TO

- Work independently as well as in a team
- Multi-task, organise, prioritise tasks and meet deadlines
- Pay attention to detail
- Display keen intellectual and analytical abilities
- Show initiative, creativity and responsibility
- Be willing to travel domestically and internationally
- Be open to learning and find time to improve on knowledge and skills
- Display an ability to keep and maintain boundaries and confidentiality
- Approach their work with professionalism
- Respect diversities of staff and people they meet in the course of their work

OTHER CRITERIA

- Minimum 2-3 years of work experience in working on issues of sexuality and reproductive health
- A postgraduate degree in social sciences and/or media and communications
- Experience in the non-profit sector is an added advantage
- Excellent communication and writing skills in English and a working knowledge of Hindi
- A conceptual grasp on gender, sexuality, feminism and human rights issues
- A team spirit to work with the editorial team and other members of the TARSHI team

THIS FULL-TIME POSITION WILL BE BASED IN NEW DELHI, INDIA

TARSHI is committed to diversity in its staffing and to the maintenance of an environment free of discriminatory practices. TARSHI's policy is to provide equal employment opportunities to all individuals. No individual shall be discriminated against because of her or his actual or perceived age, gender, caste, class, disability, HIV status, marital status, religion or sexual preference.

Salary will be commensurate with qualifications and experience of the candidate.

TO APPLY

Email us at jobs@tarshi.net with your CV, a cover letter and any other written and/or audio-visual samples of your work that are relevant to the profile.

Please mention the job title in your application. Only shortlisted candidates will be contacted further.

CLOSING DATE: April 25, 2017 or until the position is filled.