



## Job Description for Programme Associate, Communications and Outreach

**Location:** New Delhi

**Type:** Full-time

### Who are we?

Since 1996, we at **TARSHI** (Talking About Reproductive and Sexual Health Issues) have been working on the right of all people to sexual wellbeing, and to a self-affirming and enjoyable sexuality. In our work on sexuality and wellbeing, we emphasise pleasure, consent and accurate knowledge, and on affirming the diversity in people's experiences and expressions of sexuality. We bring in perspectives that are feminist, pleasure-affirming, and intersectional, especially of diverse sexual and gender identities, of disability and of wellbeing.

We're a small team with big dreams – to promote safe, inclusive spaces that advance people's wellbeing and their agency over their sexuality and Sexual and Reproductive Health and Rights (SRHR). We do this through information dissemination, capacity and perspective strengthening, and cultivating platforms for conversations on sexuality and wellbeing, using a feminist and intersectional lens. We constantly work towards collective care and collective accountability within the organisation.

Our publications, such as *The Red Book* and *The Blue Book*, are much-loved and have been part of the journeys of children and young people growing up for years now. Through our trainings, online courses and other resources on sexuality and wellbeing over the span of 28 years, we have created cadres of people working on these topics in India, south Asia and beyond. Additionally, our digital magazine on sexuality and wellbeing, [\*In Plainspeak\*](#), is well-respected for increasing dialogue and debate on the complex, nuanced, and even contentious issues around sexuality in the South and Southeast Asia region.

*Join us in our work to re-imagine all spaces to be Safe, Inclusive and Self-Affirming (in the context of gender and sexuality).*

### Core Responsibilities

As Programme Associate - Communications and Outreach, you will support the implementation of TARSHI's external communications strategy, with a strong focus on storytelling and utilising online platforms for visibility of TARSHI's work and sharing knowledge and resources on TARSHI's core thematic areas. The core responsibilities for this role include the following.

- Manage and update TARSHI's website and social media.
- Disseminate updates, campaigns and information about TARSHI's activities through newsletters and other online platforms.
- Support in reporting about TARSHI's activities for internal and external purposes, including to the board, funders, etc.



- Assist in ideating content strategies for TARSHI's social media platforms that highlight TARSHI's perspectives and share resources featuring rights-based and affirmative information on SRHR, Comprehensive Sexuality Education (CSE) and wellbeing.
- Create, design and write compelling content for social media posts, newsletters, and presentations. Ensure that the content created engages diverse audiences and conveys TARSHI's core themes.
- Manage the monthly content calendar for social media, post content, add alt text to all posts, respond to comments and queries that may come up, and regularly reshare on social media and update the team on content from other organisations and individuals in the field.
- Research trends on social media that TARSHI could tap into for increased reach and engagement.
- Manage and regularly update user databases for newsletter dissemination, event invitations, and other online or in-person activities.
- Update TARSHI's website regularly to ensure it reflects our activities and vision and is a useful resource for those looking to learn about TARSHI's work.
- Ensure effective reporting on communications activities. This includes analysing quantitative and qualitative data related to TARSHI's social media platforms, newsletters, websites, and other promotional events or activities.

### **Other Responsibilities**

- Attend events, webinars, online and in-person trainings on topics related to sexuality, wellbeing, communications, etc., update the TARSHI team on the learnings, and implement these in external communications.
- Support in organising and documenting online and in-person events, webinars, workshops, stalls, etc.
- Build capacities (of self) on sexuality, SRHR, women's rights, LGBTQIA+ rights, wellbeing and other topics related to TARSHI's work.
- Further the development of programmes in keeping with TARSHI's vision.

### **Qualifications**

- 1-2 years' experience in content creation and managing social media platforms within NGO settings.
- Experience or keen interest in using social media to generate awareness and conversations on topics related to gender, sexuality, and wellbeing.
- Graduate or postgraduate degree in Communications, Development or related fields.
- Familiarity with software such as Canva, Adobe InDesign, MailChimp and other relevant software for audio-visual content creation.
- Strong written and verbal communication skills in English.

### **Preferred Skills**

- Basic to advanced written and verbal communication skills in Hindi
- Experience or keen interest in networking and building partnerships.



## What you bring

- A commitment to a rights-based, affirmative perspective on sexuality and sexual and reproductive health, including the rights of all people to abortion, to sexuality education, and the rights of sex workers.
- Attention to detail.
- Ability to work independently and proactively, as also working with and encouraging team members on other activities of the organisation.
- Motivation to create and actively contribute to a safe, inclusive, affirming environment for all team members

## What we offer

- Diversity in staffing and the maintenance of an environment free of discriminatory practices.
- Equal employment opportunities for all individuals.
- No discrimination against any individual because of their actual or perceived age, gender, caste, class, disability, HIV status, marital status, religion or sexual orientation
- Compensation based on experience and internal equity
- Paid leave, including medical leave, parental leave, leave for medical termination of pregnancy etc.
- Opportunities to practise collective self-care and learn and contribute to collective care practices in the organisation
- Regular opportunities for capacity strengthening through external and internal trainings, courses, events and conferences

## Salary

\* INR 32,000 to 35,000 per month commensurate with experience (subject to the provisions of the Income Tax Act, India). This quoted amount is for a full-time, Delhi-based staff member who will work five days a week (and occasionally on weekends if there are urgent work demands).

## To apply

Please submit your job application [here](#). Please write to [jobs@tarshi.net](mailto:jobs@tarshi.net) if you face any difficulty submitting the application (applications submitted to this ID will not be accepted; please only apply using the form). **Only shortlisted candidates will be contacted further.**

**Closing Date: April 19th, 2024** or whenever the position is filled. **Shortlisted candidates will be contacted within two weeks of submitting their application.**

Thank you for your interest in TARSHI!