



Intern / Volunteer - Communications

About Ummeed:

Ummeed is one of India's premier non-profit organization providing family-centered care to children with developmental disabilities and their families. Our cross-functional team of professionals provide evidence-based care to these children and their families, based on their needs. Each year over 1100 children are directly benefited through over 7000 sessions. Besides running the clinic at Lower Parel, Ummeed also delivers training and is involved in community and advocacy initiatives in the developmental disabilities space.

Primary Responsibilities:

- Execute the organization's social media strategy
- Maintain and increase the organization's presence on various social media platforms to facilitate connections and encourage action
- Create and publish regular and appropriate content for various social media platforms (including text, images, video) for relevant target audiences
- Support maintenance and Updation of the organization's website
- Create and adhere to calendars for content posting and communication
- In collaboration with the wider team, capture and analyze appropriate social data and metrics to inform future actions; support the presentation of this data to the wider organization
- Work collaboratively with subject matter experts of various departments to inform both the strategy and content of communications
- Support design of collaterals for communications beyond social media (e.g., newsletters, email campaigns, flyers, standees, etc.)
- Stay up-to-date with current trends and practices in the communications field

Minimum Qualifications:

- Graduate or Post Graduate with experience in Communications, Social Media Marketing, Digital Marketing and Graphic design skills

Essentials Skills Required:

- Excellent knowledge and expertise in social media platforms including Facebook, Google+, YouTube, Twitter, Instagram, Pinterest, etc.
- Working knowledge of Graphic Design software's e.g.: Illustrator, Corel Draw, Photoshop and InDesign

- Editorial skills for social media
- Visualization and photo editing skills
- Team work and collaboration
- Attention to detail
- Organizing and prioritizing

Optional Skills:

- Recording and editing videos

Reporting to: Sr. Manager, Communications

The above is a part-time position involving 4 hours per day/20 hours a week.

We encourage persons with disabilities and parents of children with disabilities to apply.

Candidates meeting the criteria may email their updated resumes to careers@ummeed.org.