



SHADHIKA

When she leads, change follows

Shadhika exists to inspire a culture shift in India by ensuring every young woman is empowered to realize her full potential. Investing from adolescence to adulthood, we partner with local women-led organizations to ensure these young women can make their own decisions, succeed in school, contribute to the economy, and transform their communities. One young woman at a time, our bottom-up approach is creating a generation of young women leaders, each of whom lifts up a generation beside and behind her. Their success creates a groundswell of change that starts in India and ripples around the world.

Title:	Communications Manager
Position Summary	The Communications Manager reports to the Director of Operations and works closely with the Executive Director. This position collaborates with Shadhika staff, board, partner sites, alum, and program participants to manage all internal and external communication processes for Shadhika, ensuring the organization meets its communication strategies and audience engagement goals. This role is responsible for implementing Shadhika’s comprehensive communications plan and continuing strategies to elevate the organization’s mission and impact.
Job Description	<ul style="list-style-type: none">• Implement Shadhika’s communications plan and further develop a communications strategy• Promote Shadhika through digital, social, print, earned media, and other associated channels• Oversee and manage Shadhika’s brand• Ensure the timely, accurate, direct implementation of Shadhika’s Communications content, including but not limited to emails, website content, blogs, social media, fundraising and event collaterals, annual reports, etc.• Oversee, manage, create and implement all email marketing, website management, and social media campaigns• Oversee and manage all content curation in collaboration with the Shadhika team, partners, and program participants



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	<ul style="list-style-type: none">• Manage a team of consultants, interns, fellows, and/or volunteers supporting Shadhika’s Communications efforts as needed• Support Shadhika’s virtual and/or in-person fundraising and development efforts• Other duties as assigned
Qualifications	<p>Shadhika is looking for a team player with 5 years’ experience who will thrive in a small international NGO environment and be Shadhika’s primary creative maven. You will be both a strategic and tactical partner to the Executive Director. You enjoy the convergence of work in a start-up environment that includes high-level, conceptual conversations and detailed day-to-day tasks.</p> <p>You are a motivated self-starter with a strong, proven work ethic. You have excellent relational skills and are experienced in both virtual and in-person cross-functional teamwork. You have experience leading group projects to meet deliverables on time and on budget.</p> <p>You work in a proactive manner, are very organized, and have excellent interpersonal communication skills. You are a dynamic colleague who understands the value of collaboration and can also thrive in solo situations.</p> <p>You will bring curiosity, organization, diligence, and interpersonal skills to inform our Communications strategy as you work alongside Shadhika staff and the partner sites. You are highly skilled at leveraging content across a multiplicity of digital media channels and know the importance of growing audience connections in these spaces to further the mission of an organization’s work.</p> <p>You have an eye for visual design, and/or have experience working as a graphic designer – an Adobe CC skillset is a plus. You are also an excellent writer and storyteller, understanding the responsibility of managing Shadhika’s brand visuals and its partner’s and program</p>



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	<p>participant’s voices. You are a clear, nuanced communicator and have accomplished linguistic skills in spoken and written English – skills with Indian languages are a plus.</p> <p>You are passionate about ethical storytelling that is not exploitative nor extractive. You will work diligently to implement sourcing processes that are empowering and to create narrative forms that elevate program participant perspectives because you understand how this informs Shadhika’s values.</p> <p>You are curious (or may be knowledgeable) about India’s historical and modern context and aspire to create tangible connections with our work in the field for our international audience.</p> <p>You will support and affirm our feminist and human rights approach, aligning your contributions, decisions, and behavior accordingly. You will have a burning passion to achieve gender equality in India.</p>
Requirements	<ul style="list-style-type: none">• Degree and 5 years’ experience in Communications, Marketing, Graphic Design, or related field. Non-profit and/or development-specific organizational work is a plus.
Overview	<ul style="list-style-type: none">• Location: Remote, in US or India.• Hours Per Week: 40 hours with a flexible schedule model. <i>Must be willing to work early mornings and late evenings to accommodate across time zones (India to the US)</i>• Compensation: Up to 60,000 USD for US-based candidates or 13–15 Lakhs INR for India-based candidates, annually (based on experience) <p><i>For India-based candidates: All positions based in India are contractors and are not eligible for employee provident fund, medical insurance, at-source tax deduction, and gratuity as Shadhika is not registered as an NGO in India. India-based contractors are expected to manage their own annual tax filing.</i></p>



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Benefits	<ul style="list-style-type: none">• Ongoing professional development and collaboration with individuals working in international development.• Working directly with Shadhika’s international team.• Paid time off days in addition to a week off at year–end, ongoing professional development funds, and professional development opportunities available.• A laptop for official purposes may be provided if needed.• <i>For US–based candidates:</i> Simple IRA matching funds, health care, and dental benefits.• <i>For India–based candidates:</i> Monthly Internet and phone costs are covered, up to 1,500 INR monthly.
Application Guidelines	<p>Please submit the following via email to hr@shadhika.org with the subject line Communications Manager. One combined PDF is preferred.</p> <ul style="list-style-type: none">• Cover letter, answering the following questions:<ul style="list-style-type: none">○ What is your understanding of the value of partner and participant–centered and driven storytelling and content?• Resume• Link to digital portfolio or PDF version• 2 writing samples: <i>preferred topics include social justice, human rights, international development</i> <p>Incomplete applications will not be considered.</p>

Commitment to Equal Employment

In alignment with our core values and approach, Shadhika is an equal opportunity employer committed to a diverse, collaborative, and sustainable work environment. To that end, Shadhika is an intentional advocate of inclusivity and welcomes applicants from all backgrounds – particularly people of Indian descent, people of color, women, LGBTQ+ people, immigrants or refugees, and people from low– or moderate–incomes.

We do not discriminate based upon race, creed, color, ethnicity, national origin, ancestry, sex, gender, religion, gender identity, gender expression, age, height, weight, disability (actual or perceived), medical condition, marital and/or partnership status, military



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obligations, veteran status, citizenship, HIV/AIDS status, or any other characteristic protected by state or federal law or local ordinance. This non-discrimination policy applies to all aspects of the organization, including recruitment, employment, persons served, volunteers, and board service.