

Consultant: Social Media Coordinator

Location: New Delhi

Duration: Five Months

Introduction:

India HIV/AIDS Alliance (Alliance India) is a diverse partnership that brings together committed organisations and communities to support sustained responses to HIV in India. Complementing the Indian national programme, we work through capacity building, knowledge sharing, technical support, and advocacy. Through our network of partners, we support the delivery of effective, innovative, community-based HIV programmes to key populations affected by the epidemic.

Alliance India works through NGO and CBO partners to support efforts that have a sustainable impact on HIV. We place communities at the centre and work to ensure that vulnerable and marginalized people are meaningfully involved in all aspects of our response, including sex workers, men who have sex with men, people who inject drugs, transgender individuals, and people living with HIV. Our programming and policy efforts are driven by evidence of what works; quality and accountability are core priorities in our interventions, technical support and grant management.

About the Project:

Alliance India is implementing the WAJOOD project starting from January 2020 to June 2021, reaching high-risk transgender & hijra community members to provide sexual health including gender transition support, social welfare and protection from gender-based violence. The project is funded by Amplify Change.

Key Responsibilities

The Consultant will be overall responsible for managing the communications-related activities of the project which includes managing social media related initiatives and creating virtual medial messages and platforms to reach out to the key populations virtually.

The Consultant will support in understanding target audiences, deciding appropriate social media channels, and developing targeted messages, etc. He/she will be responsible for maintaining Wajood presence on social media. These efforts will enable Wajood project to achieve effective communication of its work to external stakeholders with a particular emphasis on the role of community action in response to HIV/AIDS in India. The detailed scope of work mentioned below will be further specified based on the tasks required to be completed in various programmes.

Specific Duties and Responsibilities

- Support in the development and management of a campaign related to the well-being of the transgender population.
- Monitoring progress of the campaign and documenting the impact
- Support in event management and coordination as per work plan
- Any other work deemed fit by the National Programme Manager

Outputs/deliverables

- Mapping of social media platforms and developing a detailed plan for the campaign
- Managing the design, artwork and print procurement along with photography, videography and IEC development with respective individual/agency as per plan (5 GIFs and 5 memes per month)
- Support in developing 1 short video as part of the documentation of the Wajood Programme and campaign impact.
- Coordinate with the field implementation team to collect progress information and output.
- Create 1 case study in a month in collaboration with the program officials to highlight impact outcome
- Support the presentations, designing and other artwork as per the programme need.
- Coordinate with Wajood 4 units for life skill coaching on weekly basis.

- Management of online and offline campaigns on transgender issues.
- Support the National manager of Wajood Programme during national-level events and training.

Qualification & Experience Required:

- Any Bachelor degree with adequate experience of Social Media Activity.
- A good understanding of the Social Media Activity
- Non-judgmental attitude and willingness to work with groups of transgender community members.
- Good understanding and sensitivity to key population's issues.
- Exceptional verbal, written and presentation skills. Ability to read and write Hindi, English.
- Ability to work effectively both independently and as part of a team.
- Ability to work on tight deadlines.

The position requires a strong commitment to HIV/AIDS and sexual and reproductive health and NGO activities in India, and a strong interest in and understanding the relevant issues.

Alliance India is an equal opportunity employer. Applications are welcomed and encouraged from people most affected and living with HIV and the people from the transgender/ Hijra community. .

As a matter of policy, Alliance India operates rigorous recruitment and selection procedures and checks.

The compensation package will be commensurate with qualification and experience and in line with the compensation structure for the field level positions. Interested candidates meeting the above criteria are requested to submit their application along with a covering note to recruit@allianceindia.org before the closing date.

Please note that we will not be able to notify all applicants. Only shortlisted candidates will be notified about the interview date.