
Communications-Executive, Mumbai, Maharashtra

Background:

Sterlite EdIndia Foundation (EdIndia) is a non-profit organization with the aim to enhance the quality of education in India. We empower teachers, administrators, and institutions to enhance the classroom learning experience by leveraging technology and data analytics. Our strong understanding of grassroots challenges helps us in designing innovative tools, solutions, and frameworks to improve the educational landscape in the country. It has been provided incubation support by Sterlite Power Transmission Limited and its group of companies.

We prepare teachers of the future by building the capacity of pre-service and in-service teachers. This includes private B.Ed institutes, District Institutes of Education and Training (DIETs), and district-level officials.

Driving a culture of data-driven decision-making in the public education system, we provide support to government, institutes, and educators to process data and expedite decision making.

Our Vision: Every child in the country has access to quality education.

Our Mission: To empower educators by enhancing teacher capabilities and fostering a culture of data-driven decision-making within the public education system

As we have expanded our projects and now we are now looking forward to onboard a dynamic and creative **Communications Executive** to amplify our external & internal communication strategy, boost visibility, and ensure consistency in brand messaging across platforms.

Job Description and Responsibilities

Location: Ghatkopar East, Mumbai, Maharashtra

Full-time | 6-month probation | 1 Position

Key Responsibilities:

Content Development

- Translate internal reports, project updates, and field-level insights into case studies, blogs, and marketing collateral.
- Maintain consistency with brand guidelines, and factual accuracy.
- Create and manage a strategic calendar for social media and events.
- Proofread and edit key organizational documents to ensure clarity and accuracy.

Social Media

- Design and execute social media posts on LinkedIn, Instagram, Facebook, X and YouTube.
- Monitor and evaluate performance metrics using analytics tools; use insights to improve content effectiveness.
- Prepare monthly and quarterly communication reports using analytics (Meta, LinkedIn, Google Ads)
- Hands-on experience with Meta & Google Ads is essential for campaign management and visibility tracking.

Website & SEO Management

- Regularly update website content, including text, visuals, blog posts, and event-related materials.
- Coordinate with the web agency to enhance user experience, improve SEO outcomes, and maintain backend functionality
- Track website analytics including traffic, bounce rates, and conversions; suggest data-informed improvements

Brand Management & Visibility Building

- Enhance organizational visibility by authoring research-driven articles, op-eds, blogs, and thought leadership pieces
- Ensure consistency of the brand experience internally and externally
- Collaborate across teams on joint campaigns and represent EdIndia in thought leadership forums like Omni-connects and regional showcases.

Cross-team Collaboration & Agency Liaison

- Work closely with projects, management, and leadership teams to capture impactful field stories, and testimonials.
- Third party/ agency management for media related tasks.
- Facilitate content ideation workshops to harness internal perspectives for external communications.

Who we are looking for:

- Excellent communication skills—written, oral, and presentation—in both English and Hindi.
- Strong editorial judgment and the ability to convert raw information into compelling content.
- Familiarity with SEO practices and basic graphic/visual content requirements.
- A keen eye for detail and the agility to manage multiple projects simultaneously.
- Detail-oriented with strong organizational and time-management abilities.

Qualifications & Experience

- Bachelor's with 2 years Exp / PG degree in Communications, Journalism, Marketing, English, or related field.
- Proficiency in MS Office, designing and editing tools (canva, Adobe), and familiarity with social media analytics dashboards.
- Prior experience managing content calendars, social media, and agency collaborations is preferred.
- Understanding basic research methodologies is a plus.
- Hands-on experience with Meta & Google Ads.

Why Join Us:

- Be part of a purpose-driven team contributing to education equity in India.
- Shape and elevate the organization's public image through compelling storytelling.
- Enjoy freedom to ideate, experiment, and lead campaigns with impact.
- Grow alongside a team that values collaboration, respect, and innovation.
- In case you are interested please click to apply at - <https://forms.gle/22bHHjfCGi1wxZPA>