



SPRF.IN

Job Title: Communications and Design Associate

Location: Remote

Application Deadline: Applications are accepted on a rolling basis.

Job Type: Full-Time

About Us:

SPRF India is a leading public policy think tank headquartered in New Delhi, fostering young policy researchers guided by an esteemed board of trustees and seasoned advisors. Our organization thrives on dynamic, solution-oriented approaches, horizontalizing and intersectionalizing policy through non-partisan research. Our focus spans Governance, Economy, Human Rights, Security, and the Environment, with a commitment to engaging a young population through impactful narratives.

Our work garners attention from noteworthy publications such as Hindu Business Line, The Quint, The Diplomat, FirstPost, News18, The Wire, ORF online, Business Insider, NewsClick, and Down To Earth.

Position Overview:

We are looking for a creative and motivated Communications and Design Associate to enhance our communication efforts. The ideal candidate will adeptly manage our social media presence, create compelling copy and visuals, and contribute to strategic communications initiatives. This position reports to the Communications Manager and collaborates closely with SPRF's interdisciplinary teams.

Key Responsibilities:

Social Media Management:

- Maintain and enhance SPRF's social media presence across platforms.
- Monitor social media metrics to optimize engagement and impact.

Copywriting:

- Craft persuasive and engaging copy for various platforms, including websites, social media, newsletters, and press releases.
- Align copy with SPRF's mission and objectives, ensuring clarity and impact.
- Assist in content development for campaigns, articles, and other communication materials.

Graphic Design:

- Design visually appealing and on-brand graphics for social media, website, and print materials.
- Collaborate with internal teams to produce reports, presentations, and promotional content.
- Stay informed about graphic design trends to continuously improve SPRF's aesthetic presence.

Strategic Partnerships and Outreach:

- Assist in building relationships with key influencers, partners, and media contacts.
- Collaborate on joint initiatives to further SPRF's communication goals.
- Represent SPRF at events, ensuring professional and branded communication.

Coordination and Reporting:

- Work in close collaboration with the Communications Manager for strategy alignment.
- Provide regular updates and analytical reports on social media and communication efforts.
- Support preparation and execution of presentations and outreach materials.

Qualifications:

- Bachelor's or Master's degree in Communications, Marketing, Graphic Design, or a related field.
- Minimum 1 year of experience in a communications and/or design role, preferably within the non-profit or policy sector.
- Exceptional writing and verbal communication skills.
- Proficient in graphic design software (e.g., Adobe Creative Suite).

- Experience with audio-visual content production and editing software (e.g., Adobe suite, Final Cut Pro).
- Excellent written and verbal communication skills.
- Proficiency in social media platforms, content management systems, and basic graphic design tools.
- Strong organizational skills, with an ability to manage multiple projects independently.
- Passionate about social policy and advocacy is a plus.

How to Apply:

Interested candidates should send their resume, cover letter, and a portfolio or writing sample to recruitment@sprf.in using the subject line “Communications and Design Associate Application - [Your Name].”

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Priority consideration will be given to applicants focusing on social, political, or gender issues, and those from minority or underprivileged/underrepresented communities.