



PO Box 1916, Davis, CA 95617-1916 • 916.752.1583  
info@VeganOutreach.org • VeganOutreach.org

Updated on: 05/23/23

**Title:** India Communications Coordinator

**Terms of employment:** Full-time, Independent Contractor

**Reports to:** India Senior Campaign Manager

**Location:** Remote

---

#### **Objectives:**

- Represent Vegan Outreach across all external platforms - Meta, websites, and media. Promote India programs, grow audience, and build community through creating content and running campaigns that align with the values of Vegan Outreach.
- Maintain a favorable reputation for Vegan Outreach by doing media releases, posting blogs, sending newsletters, and keeping program websites updated.
- Help the design team develop communication materials like graphics, PPTs, newsletters, annual reports, and social media posts.

#### **Responsibilities:**

- Write press releases, blog posts, articles, newsletters, and annual reports and create other promotional material.
- Develop compelling story angles to promote our work.
- Plan media releases and communication calendars for promoting successful campaigns and milestones of India programs.
- Maintain good relations with media houses and develop connections with relevant journalists and influencers.
- Manage all activities for Vegan Outreach's social media pages, including but not limited to posting daily content, promotional activities, and responding to messages and queries.

- Write creatively, conceptualize, strategize social media campaigns, and execute the calendars aligning with branding guidelines.
- Work with social media influencers and volunteers to create original content and promote campaigns.
- Moderate and manage the community pages on meta platforms, telegram, Snapchat, etc.
- Taking interviews of *10 Weeks to Vegan* program subscribers to generate videos and repurposing the content for social media and donor communication.
- Promote India program milestones and successes on social platforms with a clear and compelling call to action.
- Help Outreach and Campaigns team in developing communication materials like PPTs, letters, banners, certificates, etc.
- Design campaigns to promote the 10W series to get signups from social media platforms.
- Track and analyze growth & engagement on an ongoing basis—derive actionable insights from social media metrics.
- Stay up-to-date with current technologies and trends in social media, design tools, and applications, and implement tactics to increase brand awareness.
- Continuously explore new channels and platforms that might be relevant to promote Vegan Outreach's work.
- Keep track of social, political, and economic trends that might impact our campaigns and suggest ways to tackle/counter the same in advance.

### **Position Requirements:**

- Bachelor's degree in any field.
- Exceptional written and oral communication skills.
- 3+ years of relevant experience working in communications and social media.
- Experience creating fully-integrated campaigns and working with volunteers, influencers, and celebrities.
- Experience executing communication plans such as press releases, blogs, and articles to promote campaign successes and generate brand awareness and leads. Experience working with media houses is a plus.
- Knowledge of WordPress and design tools like Canva is ideal.
- Don't keep up, keep ahead kind of attitude - you should be able to keep a tab on what's new in pop culture, to what's trending, and ideate on how Vegan Outreach can be relevant.
- Committed to the diversity and inclusivity policy of Vegan Outreach while representing the organization on external and internal platforms.

- Ability to work remotely as an individual contributor while regularly collaborating with team members.
- Reliable access to the internet, a computer, a smartphone, and a workspace.

## To Apply

1. Before applying, please familiarize yourself with Vegan Outreach's work by reading the website and going through the social media pages.
2. Apply using [this form](#).
3. General queries may be addressed to [bhavyaV@veganoutreach.org](mailto:bhavyaV@veganoutreach.org)  
Applications will only be accepted through the link above.

**Application Deadline:** 20th June 2023

**Salary:** This is an hourly position with an average salary range of 540,000 to 720,000 INR annually.

### ***Equal Employment Opportunity Statement:***

*Vegan Outreach provides equal employment opportunities to all qualified applicants without regard to race, caste, sex, descent, religion, place of birth, residence, national, social or ethnic origin, age, color, sexual orientation, gender identity, and expression, past or present military service, family medical history or genetic information, family, marital or parental status. Vegan Outreach does not tolerate any forms of discrimination or harassment.*