

Job Description: Communication Associates (English & Hindi)

Satyarthi Movement for Global Compassion

Location: New Delhi

Vacancies: 2

Reports to: Communication Team Lead

About the Organization:

Satyarthi Movement for Global Compassion (SMGC), founded by Nobel Peace Laureate Kailash Satyarthi, is a global movement that champions compassion as a driving force for action and transformation. Its mission is to build a world rooted in justice, equality, peace, and sustainability through compassionate leadership and action across all areas of life.

SMGC's core principle is that compassion is not a soft emotion - it is a powerful force, born from feeling another's suffering as one's own and taking mindful action to end that suffering.

SMGC has three verticals:

SMGC Ignite: Fostering compassion through learning and leadership programs anchored in the Satyarthi Compassion Quotient™ with a focus on systemic and sustainable problem-solving.

SMGC Impact: Catalyzing grassroots transformation by empowering children, youth, and women with a focus on democratic participation and collective action.

SMGC Inspire: Driving meaningful dialogue through conferences and conversations with Nobel Laureates, changemakers, thought leaders, and community voices from across the globe.

Position Overview:

The Communication Associates will lead SMGC's digital storytelling and engagement, managing social media strategy, content creation, and campaigns. The role is key to amplifying SMGC's voice, connecting with diverse stakeholders, and showcasing impact stories that inspire global action rooted in compassion.

Key Responsibilities:

- Implement comprehensive social media strategy for SMGC in alignment with organizational goals. Design and execute targeted social media campaigns to connect with diverse stakeholders, including corporates, influencers, SMGC community leaders, SMGC and KSCF employees, media, and general public.
- Create engaging monthly and weekly content calendars tailored to organizational events, campaigns, and key initiatives.
- Write compelling, audience-specific post copies for all platforms (Instagram, Facebook, LinkedIn, and X) and actively manage user interactions. Develop content for YouTube and explore potential collaboration opportunities.
- Run paid promotional campaigns for increased engagement on social media pages and posts.
- Regularly analyse performance metrics (follower growth, engagement rates,

- Monitor emerging trends, platform updates, and competitor activity to ensure SMGC maintains a cutting-edge digital presence.
- Closely work with the video editor and graphic designer to create and update interactive, high impact visuals for social media.
- Coordinate with internal departments to gather stories, visuals, and updates that enrich social media.
- Ensure that all content, images, creatives and films align with the SMGC brand and visual identity guidelines.

Please note: All SMGC employees are required to adhere to the code of conduct, embodying the value of excellence, courage, honesty and humility, in the larger effort to globalise compassion.

Additional Duties:

- The duties and responsibilities as set out above are not exhaustive. You may be required to carry out additional tasks within the reasonableness of your level of skills and experience, as and when assigned by the supervisor.
- Your performance will be monitored and assessed both monthly and annually based on the Key Responsibility Areas and Performance Indicators.

Qualifications:

- A Bachelor's degree in social sciences, education, public policy, communications, or related fields (Master's preferred but not mandatory).
- 1–3 years of relevant experience in communication, social media, or similar roles.
- Proficiency with Google Workspace (Docs, Sheets, Slides), and openness to using new digital tools.

How to Apply -

- Please fill out the application form by clicking on this link:
<https://forms.gle/LdG8rnjLSWLD3vt56>
- Alternatively, email recruitment@satyarthimovement.org with: CV/Resume and Cover letter (max 2 pages, 12-pt)

SMGC is an equal-opportunity employer and encourages candidates from diverse backgrounds to apply.