

IEC Material Developer Expert

BACKGROUND

The Organisation, established in 2009, is a Public Charitable Trust that works towards creating an equitable society to enhance quality of life for all through the empowerment of marginalized and underprivileged communities in India. The Organisation works for the Health and Wellbeing of remote and under-served groups, with an additional focus on children, persons with disabilities and women. The Organisation also works for holistic Education and Livelihood development of our communities. Our Two-Fold Strategy involves identifying and working within Aspirational Districts and high poverty index in the North, North-East and East regions within specific states, as well as catering to lower-income and migratory populations in cities, through urban programs.

Over its 15 years of existence, The Organisation has reached more than 35 million beneficiaries through its programs. The Organisation works with communities through direct implementation of projects on the ground in addition to providing local management and monitoring support to not-for-profit organizations in India funded through The Organisation USA and RIST.

GENERAL

Location of Job: Lucknow, Uttar Pradesh

No. of Positions: 01

Job type: 1 Year contract basis (extendable)

Department: Programme

Project: Organisation Community Wellness Centre

Reporting to: Programme Manager

Overview: We are seeking a highly skilled and experienced Multiple IEC (Information, Education, and Communication) Material Developer Expert to join our team. The ideal candidate will be responsible for creating, developing, and implementing a variety of IEC materials across multiple platforms and formats to effectively communicate information, educate, and influence target audiences.

Responsibilities:

I-Content Development:

- Research, conceptualize, and develop IEC materials such as brochures, pamphlets, posters, presentations, videos, and social media content.
- Collaborate with subject matter experts to ensure accuracy, relevance, and clarity of content.
- Develop engaging and compelling narratives that effectively convey key messages and objectives.

- Tailor content to specific target audiences, considering factors such as demographics, literacy levels, and cultural sensitivities.

II-Design and Layout:

- Work closely with graphic designers and multimedia specialists to create visually appealing layouts and designs for IEC materials.
- Provide guidance and input on design elements, including typography, imagery, and color schemes, to enhance visual impact and readability.
- Ensure consistency in branding and messaging across all IEC materials.

III-Review and Quality Assurance:

- Conduct thorough reviews and proofreading of content to identify and correct errors in grammar, spelling, and factual accuracy.
- Ensure compliance with organizational standards, guidelines, and policies.
- Solicit feedback from stakeholders and end-users to continuously improve the quality and effectiveness of IEC materials.

IV-Project Management:

- Manage multiple projects simultaneously, prioritizing tasks and meeting deadlines effectively.
- Coordinate with cross-functional teams, including communication specialists, subject matter experts, and external vendors, to execute projects from concept to delivery.
- Monitor project timelines and budgets to ensure adherence to established parameters.

V-Evaluation and Impact Assessment:

- Develop metrics and indicators to assess the reach, engagement, and effectiveness of IEC materials.
- Collect and analyze data to evaluate the impact of communication initiatives and inform future strategies and content development efforts.
- Prepare reports and presentations summarizing findings and recommendations for stakeholders and management.

Education Qualification & Skill Requirements:

- Bachelor's degree in communication, marketing, journalism, or a related field. Master's degree preferred.

- Proven experience (at least 5 years) in developing IEC materials for diverse audiences, preferably in fields such as public health, education, or development.
- Strong writing and editing skills, with the ability to distil complex information into clear and concise messaging.
- Proficiency in graphic design software (e.g., Adobe Creative Suite) and multimedia editing tools.
- Excellent project management skills, including the ability to manage multiple projects simultaneously and work effectively under pressure.
- Understanding of audience segmentation, behavior change theories, and communication strategies.
- Knowledge of best practices in design, layout, and accessibility standards for print and digital media.
- Strong analytical and problem-solving abilities, with a focus on continuous improvement and innovation.
- Excellent interpersonal and communication skills, with the ability to collaborate effectively with diverse stakeholders.
- Fluency in written and spoken English and Hindi. Proficiency in additional languages is a plus.

This position offers an exciting opportunity to contribute to meaningful projects and make a positive impact through effective communication and education initiatives. If you are passionate about developing compelling IEC materials that engage and empower audiences, we encourage you to apply.

The Organisation is an equal opportunity employer that encourages women, people with disabilities and those from economically and socially excluded communities with the requisite skills and qualifications to apply for positions. We do not discriminate in employment on the basis of caste, creed, religion, sex, sexual orientation, marital status, disability, or any other such matter.

Interested candidate please share your cv at:

contact@pmspl.net.in