



Pratham USA

JOB TITLE: Communications Associate

Overview

Established in 1995 to provide education to children in Mumbai slums, Pratham (which means “first” in Sanskrit) is now one of the largest and most successful non-governmental education organizations in India. Working in collaboration with governments, communities, parents, teachers, and volunteers, we focus on innovative interventions to address gaps in the education system. The clarity of our mission—“every child in school and learning well”—drives our focus to make an impact on the lives of India’s children and extends from our leadership to our team in the field.

With operations in 21 of India's 29 states, Pratham reaches millions of children and youth each year, from Kashmir to Tamil Nadu. Our methods have also spread beyond India's borders through ASER (Annual Status of Education Report), India's largest citizen-led assessment which has inspired parallel assessments of children's learning in fourteen countries across the world.

Pratham is committed to making schools and communities future-ready where every child, youth and woman has the education, tools and opportunities to thrive in an ever-changing world.

Through programs across 26 states and union territories in India, Pratham reaches over 5 million children and youth annually. Since 2019, Pratham’s innovations are now being adopted in more than 25 countries across Sub-Saharan Africa, Latin America, the Middle East and North Africa, and Southeast Asia.

What we do

Develop Innovative Programs - Pratham uses outcome-driven programs that reconfigure teaching methodologies and challenge ineffective learning mechanisms. Our strategies focus on results, accountability and continuous learning and improvement.

Build Scalable Models - Pratham's low-cost learning models are rigorously tested and evaluated so they can be easily replicated on a larger scale to provide quality education to every child.

Advocate Change - Pratham’s willingness to take risks, adapt to changing circumstances and look beyond our programs gives us the leverage to create broader change. We amplify our impact by freely sharing information with other nonprofits and using our findings to advocate for large-scale policy changes.

Inspire Action - We engage parents, teachers and government to make learning a community effort. Local volunteers are vetted, trained and monitored to help implement



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learning interventions at the grassroots level using Pratham's high-quality teaching materials.

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Pratham USA is a volunteer-driven organization with 12 chapters across the United States that raise awareness and mobilize financial resources for our work on the ground. With a four-star rating (the highest possible) from Charity Navigator, Pratham USA demonstrates accountability and transparency as a non profit organization. More information about Pratham USA can be found here: [Pratham USA](#)

Job Description

This role is an exciting opportunity to inspire thousands more individuals to champion and fund Pratham's work in its donor markets (predominantly the USA) at a powerful inflection point in the organization's evolution.

You have the chance to make Pratham the charity of choice for donors at all levels. In this position, you will work hand in hand with our Marketing and Communications team, as well as our Philanthropy team to develop and manage a workflow of high quality brand and fundraising content that inspire and motivate action.

This role requires someone who is creative and can identify, create, manage and deliver content using a range of techniques, across channels. The role will work across a range of projects in the organization and therefore effective working relationships will need to be formed with various internal teams, external stakeholders and third-party suppliers. The ideal candidate will be a motivated individual who is passionate about content creation and producing tangible results.

The role would suit a content creator looking for a new varied challenge in an entrepreneurial environment. There will be opportunities to develop your current skills and learn new ones.

Specific Responsibilities

Content Development & Creative Support

- Support the development of event and campaign collateral as needed
- Support day-to-day content creation for events, campaigns, and fundraising initiatives, including graphics, videos, website content, emails, and donor communications in collaboration with the digital team.



- Develop creative content ideas and stay current with emerging content marketing trends and best practices.
- Integration of AI into day-to-day work
- Proofread and review communications materials to ensure accuracy, consistency, and quality.

Project Management & Workflow Coordination

- Manage the intake and processing of design briefs, ensuring deliverables and deadlines are tracked and completed efficiently.
- Manage timelines, content calendars, approvals, and communication workflows across multiple projects.
- Prioritize and manage multiple projects effectively, anticipating challenges and adjusting timelines and resources as needed.
- Participate in departmental and cross-functional meetings to support project alignment and progress tracking.

Digital Asset & Content Management

- Stay on top of and help maintain updated information, content, and communications assets as needed.
- Organize communication folders, assets, templates, and files, ensuring systems remain current and accessible.

Cross-Functional Coordination

- Coordinate with internal teams, designers, freelancers, and vendors to support timely delivery of materials.
- Provide additional support for operations, logistics, event management, stakeholder engagement, and other communications-related responsibilities as assigned.

Administrative & Operational Support

- Maintain marketing and communications team expense records, ensuring accurate and timely reporting in coordination with the Finance Department.
- Support administrative and operational functions for the communications team, including budget tracking, vendor coordination, invoicing, and logistics.

Overall, provide additional support for operations, logistics, event management, stakeholder engagement, and other communications-related responsibilities as assigned.



Required Skills & Experience

- Minimum 4 years of experience in content development, including graphic design, photography, and short-form video production/editing
- Strong experience creating content for campaigns, fundraising initiatives, events, digital engagement, and donor communications
- Excellent copywriting, editing, and proofreading skills, with a strong eye for detail and brand consistency
- Proficiency with social media platforms, email marketing tools, content management systems, and digital communication workflows
- Experience using creative tools such as Adobe Photoshop, Final Cut Pro, Canva, or similar design and video editing platforms
- Understanding of digital analytics and performance metrics, with the ability to evaluate and optimize content effectiveness
- Experience coordinating with creative agencies, freelancers, vendors, and cross-functional teams to deliver high-quality materials
- Strong organizational and project management skills, with the ability to manage multiple priorities, timelines, and deliverables in a fast-paced environment
- Ability to build and maintain effective working relationships across teams and stakeholders
- Energy, enthusiasm, and interest in mission-driven storytelling, preferably within a nonprofit, philanthropic, or corporate environment

Key Competencies

- Creativity and storytelling ability
- Strong written and verbal communication skills
- Attention to detail and quality control
- Collaborative and proactive mindset
- Adaptability and willingness to learn
- Strong sense of ownership and accountability
- Ability to balance strategic thinking with hands-on execution

Compensation

The position is full-time with competitive compensation and benefits commensurate with the India market in the social impact field.

Location and Travel

This is a remote role based in India - which will require the person to work and be available US Eastern Time zone hours.



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How to Apply

Email a cover letter describing your qualifications and relevant experience, a resume and salary requirements to [hiring@prathamusa.org](mailto: hiring@prathamusa.org).

Pratham is an equal opportunity employer and encourages people from diverse backgrounds to apply for positions within our organization.