

Senior Programme Associate, Communications and Outreach

Role: Senior Programme Associate, Communications and Outreach

Location: New Delhi (this position does not have remote working options)

Type: Full-time

Application requirements: Please see the end of the page.

Do you

- support the right of all individuals to sexual wellbeing and to a self-affirming and enjoyable sexuality?
- believe in the power of communications in taking accurate information & non-judgmental perspectives on sexuality and wellbeing to more people?

Apply today to join [TARSHI](#) as Senior Programme Associate, Communications and Outreach!

Why TARSHI?

Since 1996, we have been working on the right of every individual to sexual wellbeing. We focus on sexuality from a pleasure-affirming perspective, i.e. ensuring that discussions on sexuality and wellbeing don't focus only on preventing violence or infections, but also on the right to pleasure and wellbeing, across all age groups, gender identities, and disability and mental health status. Our publications such as *The Red Book* and *The Blue Book* are much-loved and have been part of the growing-up journeys of many children and young people for years now. Our trainings, online courses and other resources on sexuality and wellbeing have created cadres of people working on these topics in India, south Asia and beyond.

We're a small team with big dreams – to support and enable people's control and agency over their sexual and reproductive health and wellbeing. We constantly work towards collective care and collective accountability within the organisation. Join us in our work to re-imagine all spaces to be Safe, Inclusive and Self-Affirming (in the context of gender and sexuality).

About the role

The Senior Programme Associate will assist in developing and implementing TARSHI's external communication strategy with the help of other team members. They will also support TARSHI's outreach activities in-person, online, and through written communication, to help disseminate information and raise awareness about sexuality and wellbeing.

Key tasks

- Co-create, and implement an external communications strategy for TARSHI aligned with the organisation's goals and tapping current trends in communications. This includes TARSHI's website, social media, newsletters, donor and board reporting
- Develop a social media strategy that promotes TARSHI's activities and resources as well as features rights-based, affirmative information on sexuality and wellbeing
- Lead collaborations, events, short sessions, etc. online and in-person to amplify TARSHI's content and perspectives on sexuality and wellbeing, with support from other team members
- Support with communications for TARSHI trainings, online courses, publications/resources, programmes and events to ensure high visibility, engagement and uptake. This includes

creating and/or overseeing content, design, printing, social media or newsletter promotion, etc.

- Find innovative ways to measure and effectively tell the story of TARSHI's work and activities to our board of directors, to funders, and through online platforms

Experience

REQUIRED:

- **3-5 years' overall, full-time work experience** in a non-profit, **including 2-3 years' experience in designing and implementing communications strategy** for non-profit organisations
- Demonstrable experience working in teams and working with external stakeholders
- Strong familiarity and interest in the use of social media for generating awareness and conversations on topics related to gender, sexuality, wellbeing
- Familiarity with software/programmes for design, audio and video editing
- Strong written and verbal communication skills in English

PREFERRED:

- Basic to advanced written and verbal communication skills in Hindi
- Experience or interest in facilitating sessions on topics related to gender, sexuality, wellbeing

What you bring

- A commitment to a rights-based, affirmative perspective on sexuality and sexual and reproductive health, including the rights of all people to abortion, to sexuality education, the rights of sex workers
- An understanding of, and belief in the role of communications in driving positive change
- The ability to maintain and showcase organisational values, tone and brand in all external communications and messaging
- Attention to detail
- Ability to work independently and proactively, as also working with and encouraging team members on other activities of the organisation
- Motivation to create and actively contribute to a safe, inclusive, affirming environment for all team members

What we offer

- Opportunities for significant learning and participation in networks on issues of sexuality, wellbeing, sexual rights and women's rights, to represent the organisation at diverse fora
- An atmosphere of learning, openness, and feedback at all levels. We believe that all team members contribute to the organisation's culture and therefore highly encourage everyone to play their part in continuously shaping this culture
- No discrimination against any individual because of their actual or perceived age, gender, caste, class, disability, HIV status, marital status, religion or sexual orientation
- Diversity in staffing and the maintenance of an environment free of discriminatory practices
- Reasonable accommodation based on one's ability and mental health status while we trust you to be accountable for your deliverables and encourage you to be accountable to the organisation and your work without regular follow-ups

- Compensation based on experience and internal equity*
- Opportunities to practice collective self-care and learn and contribute to collective care practices in the organisation

Benefits

- 20+ days paid leave (for full-time staff members working 5 days a week), in addition to medical leave, parental leave and leave for medical termination of pregnancy.
- Discretionary leave for bereavement, health, and other unforeseen circumstances
- Annual end-of-year break
- Medical insurance once confirmed post-probation
- Mindful working hours (usually 9 am to 5:30 pm), while accounting for reasonable accommodation depending on individual requirements

Salary

*INR 40,000 to 47,000 per month (subject to the provisions of the Income Tax Act, India), commensurate with experience. **This quoted amount is for a full-time staff member who will work five days a week (and occasionally on weekends if there are urgent work demands).** However, if you are interested in this role and in working with TARSHI, and are open to exploring working arrangements different from those stated here, we encourage you to apply and share your expectations with regard to flexi-hours and salary. This will help us consider your application for a different role within TARSHI.

To apply

Thank you for your interest in TARSHI! Please click [this link](#) to submit your application. The form asks for your contact details in addition to the following:

- Your CV
- Some questions about your experience
- Contact details of two references
- Any written and/or audio-visual samples of your work that are relevant to this job profile

Only shortlisted candidates will be contacted further.