



Job Description for Programme Associate, Communications and Outreach

Location: New Delhi

Type: Full-time

Who are we?

Since 1996, we at **TARSHI** (Talking About Reproductive and Sexual Health Issues) have been working on the right of all people to sexual wellbeing, and to a self-affirming and enjoyable sexuality. In our work on sexuality and wellbeing, we emphasise pleasure, consent and accurate knowledge, and on affirming the diversity in people's experiences and expressions of sexuality. We bring in perspectives that are feminist, pleasure-affirming, and intersectional, especially of diverse sexual and gender identities, of disability and of wellbeing.

We're a small team with big dreams – to promote safe, inclusive spaces that advance people's wellbeing and their agency over their sexuality and Sexual and Reproductive Health and Rights (SRHR). We do this through capacity and perspective strengthening, developing resources, and cultivating platforms for conversations on sexuality and wellbeing, using a feminist and intersectional lens. We constantly work towards collective care and collective accountability within the organisation, and more broadly in the social sector.

Our publications such as The Red Book and The Blue Book are much-loved and have been part of the growing-up journeys of children and young people for years now. Through our trainings, online courses and other resources on sexuality and wellbeing over nearly-30 years, we have created cadres of people working on these topics in India, south Asia and beyond. Additionally, our digital magazine on sexuality and wellbeing, [*In Plainspeak*](#), is well-respected for increasing dialogue and debate on the complex, nuanced, and even contentious issues around sexuality in the South and Southeast Asia region.

Join us in our work to re-imagine all spaces to be Safe, Inclusive and Self-Affirming (in the context of gender and sexuality).

Core Responsibilities

As Programme Associate - Communications and Outreach, you will focus on external communications and engage diverse audiences to participate in TARSHI activities online and in-person. The core responsibilities for this role include the following.

- Support with ideation and implement external communications for TARSHI and its activities such as new resources, trainings, public events, *In Plainspeak*, sessions, and online courses. This entails using a range of communication platforms such as newsletters, online events, social media and our website.



- Create, design and promote compelling content for the above, on social media, newsletters, TARSHI's website, and other presentations, using a storytelling approach to feature TARSHI's core themes and resonate with diverse audiences. Use text, posters, videos, infographics, etc. for storytelling.
- Everyday maintenance of social media platforms and periodic updates to the TARSHI website, including regularly posting content, managing a monthly content calendar, staying updated with trends and sharing it with the team.
- Ensure consistent branding and messaging across all communications.
- Identify and approach potential partners for campaigns, projects, and events, and coordinate with them for any logistical and planning support.
- Coordinate digital and on-the-ground mobilisation efforts for events, workshops, and online courses.
- Support the team in planning and executing online and in-person events, including webinars, social media live events, workshops, consultations or conferences. Create and disseminate compelling communications content to support promotion, sign-ups and increased visibility of these activities.
- Manage and regularly update user databases for newsletter dissemination, event invitations, and other online or in-person activities.
- Ensure effective reporting on communications activities. This includes analysing quantitative and qualitative data related to TARSHI's social media platforms, newsletters, websites, and other promotional events or activities.

Other Responsibilities

- Attend events, webinars, online and in-person trainings on topics related to sexuality, wellbeing, communications, etc., update the TARSHI team on the learnings, and implement these in external communications.
- Contribute to reports to the Board, funders and other internal or external Monitoring, Evaluation and Learning practices.
- Build capacities (of self) on sexuality, SRHR, women's rights, LGBTQIA+ rights, wellbeing and other topics related to TARSHI's work.
- Further the development of programmes in keeping with TARSHI's vision.

Qualifications

- 1-2 years' full-time experience in communications, mobilisation and outreach activities within NGO settings. Volunteer or internship experience will not be counted.
- Experience using communication platforms to generate awareness and conversations on topics related to gender, sexuality, and wellbeing.
- Graduate or postgraduate degree in Communications, Development or related fields.
- Familiarity with software such as Canva, Adobe InDesign, MailChimp and other relevant software for audio-visual content creation.
- Strong written and verbal communication skills in English. Preferably, basic to advanced written and verbal communication skills in Hindi.



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, and the rights of sex workers.
- 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

- Diversity in staffing and the maintenance of an environment free of discriminatory practices.
- Equal employment opportunities for all individuals.
- No discrimination against any individual because of their actual or perceived age, gender, caste, class, disability, HIV status, marital status, religion or sexual orientation.
- Compensation based on experience and internal equity.
- Paid leave, including medical leave, parental leave, leave for medical termination of pregnancy etc.
- Opportunities to practise collective self-care and learn and contribute to collective care practices in the organisation.
- Regular opportunities for capacity strengthening through external and internal trainings, courses, events and conferences.

Salary

* INR 33,000 to 35,000 per month commensurate with experience (subject to the provisions of the Income Tax Act, India). This quoted amount is for a full-time, Delhi-based staff member who will work five days a week (and occasionally on weekends if there are urgent work demands).

To apply

Please submit your job application [here](#). Please write to jobs@tarshi.net if you face any difficulty submitting the application (applications submitted to this ID will not be accepted; please only apply using the form). **Only shortlisted candidates will be contacted further.**

Closing Date: January 26, 2025 or whenever the position is filled. **Shortlisted candidates will be contacted within two weeks of submitting their application.**

Thank you for your interest in TARSHI!