



POSITION ANNOUNCEMENT

Communications / Social Officer

Location:	Jorhat
Assignment Duration:	12 months
Assignment type:	Employment Contract

Dhriiti (vacancies@dhriiti.org) is seeking a Full Time Communication / Social Officer based in Jorhat, Assam to lead the communications around its initiatives with youth in the Karbi Anglong region.

All candidates must be able to work with multi-locational teams and be willing to travel as per the needs of the organization.

The Organization:

Dhriiti is a non-profit organization, working for almost two decades to provide sustainable entrepreneurship solutions that enable individuals and communities to improve their quality of life. It works to facilitate an ecosystem that recognizes the need to nurture entrepreneurial practices and subsequently adopt, adapt or create systems to ensure they thrive. Dhriiti inspires individuals and communities to design financially, socially and ecologically sustainable livelihoods for themselves. Our vision is to build a resilient world capable of coping, adapting and bouncing back from financial, social and ecological vulnerabilities using the tools of enterprise and entrepreneurship.

Formed in 2022, Jhini Learning LLP is a learning solutions provider based in New Delhi. "Jhini", which means fine or thin, signifies the fine line between acquiring knowledge and learning. The founders and consultants bring in 40 years of learning experiences across sectors to provide learning solutions for government, corporate as well as development organizations.

Jhini Learning LLP offers products, programs and experiences that help entities *build solutions to bridge the learning gaps* in their projects/programmes, organizations, communities and sectors/industry.

- a. Jhini provides sustainable learning solutions that enable individuals and communities to improve their quality of life.
- b. It works to facilitate an ecosystem that recognizes the need to nurture learning practices, and subsequently adopt, adapt or create systems to ensure they thrive.
- c. Jhini creates learning-based structures, curriculum and programs for governments, corporates, and development organizations to build scalable models across sectors

Jhini Learning LLP is powered and inspired by Dhriiti – The Courage Within, which was founded in 2004, and is an Indian non-profit registered under the Societies Registration Act, 1860. It works to build a resilient world capable of coping, adapting, and bouncing back from various vulnerabilities using the tools of enterprise and entrepreneurship.



Jhini Learning and Dhriiti are exploring youth-led entrepreneurship interventions that create gender equitable, climate positive, thriving, and resilient communities. We are building an entrepreneurial and passionate team to take these initiatives forward.

About the Project:

The Project “**Youth Engagement towards financial prosperity and self-actualization**” is being envisaged as an initiative to enable young people identify issues in their community that impact them, develop solutions and take charge to change the status quo.

Using tools of entrepreneurship, the project focuses on anchoring young people in a positive, action oriented approach that not only helps them build livelihood options for themselves but also create employment, address social inequities, deal with climate and other modern day vulnerabilities impacting their region and community. The Project aims to prepare youth as entrepreneurial leaders who build a resilient community and lead the social and economic progress in their region.

With the aim to stimulate the entrepreneurial mindset among young people and inspire them to think creatively about career options, the project measures include intense engagement with youth in the form of workshops, trainings, and dialogues; a section of the sessions and activities will focus on social & ecological themes, this is aimed at helping the youth to build life perspectives and develop their leadership qualities.

The project will also engage with local stakeholders including the family to ensure that youth get support from their communities in pursuing their interests and vocation and participating in community platforms to address societal issues.

Job Position: Communication/Social Officer

About the Role:

The **Communication/Social Officer** is responsible for developing reports and implementing engaging content across social media platforms to boost project awareness and audience engagement. This role requires a creative thinker with strong visual design, storytelling, writing, research, and analytical skills. You'll translate complex information into clear and captivating content.

Key Responsibilities:

- **Content Creation & Strategy:** Design, curate, and schedule engaging content (social media posts, blogs, articles, videos, infographics, podcasts) aligning with social sector trends.
- Develop and execute a comprehensive social media content strategy reflecting Dhriiti-The Courage Within objectives and target audience.
- **Brand Consistency & Narrative:** Ensure consistent brand messaging across all digital platforms, aligning content with Jhini's values and the "**Entrepreneurship for Resilience**" (E4R) narrative.
- **Report Writing:** Ensure reports are prepared of events, workshops, narrative reports, exposure visits in a timely manner and shared with the team.
- **Social Media Management:** Manage and oversee social media accounts, including, interacting with followers, responding to comments, and analyzing performance metrics. Monitor and evaluate communication materials to continuously improve.
- **Community Engagement & Content Production:** Initiate engagement with community members and entrepreneurs in Assam. Produce content for organizational newsletters, annual reports, and websites.



- **Impact Communication:** Author or co-author thematic publications (blogs, articles, briefing notes) contributing to the E4R narrative. Communicate findings to stakeholders through clear reports and presentations, highlighting impact and lessons learned.

Core Competencies:

- **Technical Expertise:** Demonstrated experience engaging in dialogues, research, or related activities focused on climate, gender equity, health, sustainable livelihoods, and youth development.
- **Knowledge Management & Learning:** Belief in empathy, knowledge sharing, and continuous learning.
- **Communication:** Strong written and oral communication, adapting to diverse audiences.
- **Development & Operational Effectiveness:** Meticulous documentation, organization, and technology proficiency.

Required Qualifications:

- Bachelor's degree in Media, Communications, Public Relations, Mass Communication, or a related field.
- 1-2 years of relevant experience.
- Proven experience in social media management and report writing.
- Excellent written and verbal communication skills to craft compelling content.

- Knowledge of the Karbi, Assamese will be an added bonus.

Remuneration: As per qualification and experience (Range 1-1.3 Lacs per annum)

How to Apply: Submit your **resume, cover letter**, and a portfolio showcasing your past work (blogs, campaigns) in a single PDF to vacancies@dhriiti.org by **22nd February 2025**.