

## Outreach Coordinator at Digantar Vidyalaya Jaipur

### Introduction

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Digantar, established in 1978 as an alternative school in Jaipur, provides completely free education to 186 children across its two schools, serving the local community. We are embarking on a transformative journey to ensure the financial self-sustenance of one of the two Digantar Vidyalayas and to expand our unique self-paced, independent learning approach. Under Vision 2030, we plan to introduce a model in one of our Vidyalayas where 50% of students will continue to receive free education, while the other 50% will pay fees.

For further information visit: <https://www.digantar.org>

### Job Description

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At this transformative stage, Digantar Vidyalaya requires Outreach Coordinator with the following main responsibilities:

1. Primary responsibility is to plan and execute strategies for information campaigns that effectively communicate the school's vision and philosophy to parents.
2. Lead admission drives and counsel parents on the various aspects and benefits of the Vidyalaya.
3. Initiate and manage fundraising efforts including writing proposals and reaching out to potential funders.
4. Establish the Parents' Teacher Association for the collaboration and communication between parents and the school.
5. Manage the social media platforms and website of Digantar to ensure consistent and impactful visibility.

### Essential Qualifications

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1. A Master's Degree in Education Management, Communication, Marketing, Social Work, Public Relations, or a related field.
2. Minimum 3 years of experience in community outreach, public relations, or marketing, preferably in the education sector.
3. Proven experience and proficiency in planning and executing outreach or information campaigns.
4. Excellent verbal and written communication abilities in the languages commonly spoken in the region (e.g., Hindi and English).
5. Ability to convey complex ideas and the school's philosophy in a clear, accessible manner.
6. Competency in using digital communication tools, social media platforms, and basic design software to create promotional materials and build aesthetically appealing narratives/stories.
7. Fair understanding of the school education and educational practices.

## Remuneration

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1. The salary range will be Rs. 60,000 - Rs. 80,000 negotiable depending on capabilities of the candidate.
2. The probation period will be four months.
3. Salary may be increased after four months depending on (a) Successful completion of the probation period and (b) Commendable performance.
4. The job location is Jaipur.

## Selection Process and Important Dates

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- Last date for submission of application with CV is **2<sup>nd</sup> September 2024**.
- After screening the CVs selected candidates will be informed through phone call or email for written assignment and interview by 7<sup>th</sup> September 2024.

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