

Job Description

Position Details:

Job Title: Communications Officer

Location: Anantapur, Andhra Pradesh, India (Travel within the state as required)

Organization: Rural Development Trust

Salary: Competitive; based on experience and qualifications

Contract Duration: 1 year (extendable)

Job Purpose:

Rural Development Trust (RDT) is seeking a dedicated Communications Officer to join our team. The Communications Officer will play a pivotal role in shaping and executing our internal and external communications strategies. This includes creating and disseminating publicity materials, responding to public and media inquiries, and coordinating promotional events.

To excel in this role, the candidate must think creatively, possess excellent communication and interpersonal skills, and hold a bachelor's or master's degree in communications or a related field.

Responsibilities:

- Develop, write, and edit marketing and communications materials, including press releases, blog posts, and social media content.
 - Create engaging social media content, including reels, short videos, and graphics, to increase audience engagement.
 - Design creatives for social media channels using tools like Illustrator and Canva.
 - Manage multiple social media channels, ensuring consistent and engaging content.
 - Track analytics and create reports highlighting the successes and areas for improvement in communication campaigns.
 - Maintain digital media archives, including photos and videos.
 - Collaborate with the communications team to implement strategies and campaigns.
 - Network and liaise with national and international NGOs to strengthen partnerships.
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Requirements:

- Bachelor's or Master's degree in communications, journalism, or a related field.
- Minimum of 1 year of relevant experience in a communications role (preferred).

- Proficiency in social media management and knowledge of best practices for platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube.
 - Exceptional writing skills in English, capable of producing engaging and accurate content.
 - Strong communication skills, with the ability to work independently and collaboratively.
 - Knowledge of design tools such as Adobe Photoshop, InDesign, Illustrator, and Canva is an asset.
 - Proficiency in Telugu is a significant advantage.
 - Understanding of communication, public relations, and marketing best practices.
 - Resourceful, proactive, and a quick learner with minimal supervision.
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What We Offer:

- A competitive salary package.
 - The opportunity to work in a diverse, international, and multicultural environment.
 - Exposure to the development sector at the grassroots level.
 - Opportunities to collaborate with international teams in Spain, the USA, and Germany.
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Application Process:

Interested candidates should email their application to information@rdt.co.in with the subject line: “(YOUR NAME) - Application for the role of Communications Officer.”

Applications must include:

1. A resume/CV.
2. A cover letter outlining relevant experience, skillset, and ideas for social media.
3. A portfolio showcasing previous work.

Note: Due to the high volume of applications, only shortlisted candidates will be contacted. We kindly request that you refrain from inquiring about the status of your application via email or phone.