



Marketing & Communication Coordinator, Aranya Agricultural Alternatives

About Aranya Agricultural Alternatives:

Aranya Agricultural Alternatives is an environmental and developmental not-profit organization providing permaculture guidance to communities, organizations, governments and other national and international agencies and creating sustainable livelihoods since 1999. At Aranya, we aim to provide alternative solutions to industrialised and chemical agricultural practices. Our projects falls mainly under the categories of Permaculture education, Natural resources management and Community empowerment, these missions interweave throughout our work. Aranya's projects constantly and consistently have an approach of identifying solutions that address both social and environmental concerns through a healthy synergy between the two. In addition, Aranya has endeavoured to bring to its stakeholders cutting edge knowledge and techniques in natural resource management (especially water) and ecological farming methods. In this entire process, it has championed the cause of community/farmers' participation (especially women) in natural resource management. We have vast experience in participatory irrigation management. Bridging the distances between community institutions and government departments has also been an important element in most of our projects. So far, we've worked with more than 2,5 lakhs farmers and ran permaculture courses for more than 400 students.

This year is very special for Aranya as our organization will be hosting the International Permaculture Convergence (IPC) in November/December 2017. The IPC is happening every two years, each time in a different country and will attract more than 1000 sustainable living thinkers and practitioners in Hyderabad for seven days.

Role:

As a Marketing and Communications manager, you will responsible of the marketing and communication strategy of the organization and will deliver content accordingly throughout the year.

Duties:

1. Build up a strategy for the organization and Aranya Agricultural Alternatives as a brand and a implementation planning
2. Enable effective public interface for the organization through website, social media, brochure
3. Write and design content for website, mailers, blogs, newsletters, press releases, letters, brochure, posters and other promotional materials
4. Maintain social media campaigns on Facebook, Whatsapp, Instagram, Twitter and engage with Aranya's community regularly. Provide timely response to queries on social

media and other interfaces.

5. Build relationships with press and other public relations stakeholders
6. Scout for service providers like graphic designers, film makers, web designers, PR facilitators, photographers, videographers, invite proposals, review, shortlist proposals and coordinate execution of the agreed projects
7. Keep ecological considerations in mind while developing any communications materials

Academic qualifications and experience:

- Graduate in Marketing, Communication or relevant field - Position open to fresh motivated graduates!
- Personal involvement in social and environmental issues is strongly preferred

Knowledge, Skills and Abilities Required:

- Ability to take self-initiative, to be organized, to ensure that tasks are completed in a timely and resource-efficient manner
- Excellence in writing and designing appropriate content for various media – press, website, social media and short films
- Proficiency in English speaking, writing and editing is mandatory. Skills in Hindi and Telugu will be added advantage.
- Ability to conduct presentations and other verbal communications effectively
- Interpersonal and communication skills to work effectively with a wide range of stakeholders
- Keen observation and creativity in capturing suitable content regularly from the field / project areas for use in various communications and documentation
- Familiarity with or past experience in the ecological farming and social sector and knowledge about Permaculture will be preferred
- Commitment towards ecological conservation and social justice
- Ability to work in a team and coordinate with service providers and volunteers
- Excellent information research, database management and other computer skills
- Photography, audiovideo recording and editing skills will be a plus

You will be guided during your first months by members of the IPC team to build up jointly a strategy for Aranya Agricultural Alternatives communication and will be trained in Permaculture for a deep understanding of the topic and will take full responsibility of Marketing and Communication after the event in January 2018.

Reporting to: CEO

Duration of Contract: 36 months renewable

Date of joining: Immediate

Nature of Engagement: Full time

Remuneration: Remuneration will be mutually decided based on qualifications and experience of the candidate. It will be useful if the candidate can mention their remuneration expectation in the application.

Respond with CV and reference if available to: [permanent.agriculture \[at\] gmail \[dot\] com](mailto:permanent.agriculture@gmail.com)