VACANCY ANNOUNCEMENT

<table>
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<th>Reference Number</th>
<th>24/03/2020/CE/WE/WEE/New Delhi</th>
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<td>Project</td>
<td>Economic Empowerment of Women Entrepreneurs</td>
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<td>Position</td>
<td>Communication Expert</td>
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<td>Band</td>
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<td>Location</td>
<td>New Delhi</td>
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How to Apply: Please send your application in GIZ application form https://www.giz.de/en/worldwide/28418.html along with the following to hr-india@giz.de with the reference number in subject line.

1. a statement of suitability for this position.
2. expected salary and notice period
3. 2 pager note on any one of the topic given below
   - Based on the Project Information given below, outline how you would plan and execute the project’s campaign on social as well as online and offline media.
   - OR
   - What are lessons learned from national media campaigns aimed at behaviour change in India, which should inform the project’s film and media campaign

About GIZ India click on: https://www.giz.de/en/worldwide/368.html

Project Background
Under ‘Sustainable Economic Development’ thematic area, GIZ is implementing the project “Economic Empowerment of Women Entrepreneurs (Project Her&Now)” on behalf of the German Federal Ministry for Economic Cooperation and Development. This project supports the Indian Ministry of Skill Development and Entrepreneurship (MSDE) in improving the framework conditions of women entrepreneurs in India.

In this regard, the project together has developed support programmes for micro women entrepreneurs and offers these programmes through local partners in tier 2+3 cities in three regions of India (North Eastern Region, Rajasthan, Telangana). Through the local partners, the project provides incubation programmes for women to turn their idea into a registered business and an acceleration programme for existing women entrepreneurs to scale up their businesses. Based on the experiences from implementation, the project provides advice to the Ministry of Skill Development and Entrepreneurship on designing and implementing gender-sensitive government support schemes. Furthermore, the project implements a film and media campaign to showcase female entrepreneurs as role models and to contribute to changing mindsets with regards to the potential of women entrepreneurs within the broader society.

A. Responsibility

You will be the project’s communication expert for implementing a campaign on social media/website to raise awareness on the potential of women entrepreneurs and to build an active network of women entrepreneurs in India. Through your communication and outreach work, you will also play an important role in positioning the project in the entrepreneurship ecosystem in India and internationally.

B. Tasks

Core scope of tasks
- Develop relevant content, curate and manage the project’s social media campaign (facebook, Twitter, Instagram, LinkedIn, YouTube)
- Develop and manage an e-platform for a women entrepreneurs’ peer network, through the project’s website and social media handles
- Build up networks with key stakeholders in media to increase the reach of the project’s film and media campaign
- Develop and implement innovative ideas for implementation of the film and media campaign that contribute to the campaign’s objective of mindset change
- Advise the project manager and team members on innovative and effective means of communication outreach in all components of the project, primarily to external stakeholders in the entrepreneurship ecosystem in India and internationally, but also internally within GIZ
- Develop clear, compelling and innovative content and collaterals targeted towards different stakeholder groups to be used for communication purposes in the campaign and in all other areas of the project
- Monitor and report trends in the Indian media related to women entrepreneurship issues
- Develop and organize events to showcase the project’s work and contribute to the campaign’s objective of mindset change

Other duties/additional tasks
- Provide support to other areas of work in the project as requested

C. Required qualifications, competences and experience

Qualifications
- University degree in journalism, media and communication, marketing or other related fields

Professional experience
- Minimum 8-10 years professional experiences in designing and implementing, handled successful communication campaigns in India targeted at behaviour change, both involving social media and offline formats
- Demonstrated experience on designing and implementing communication campaigns on topics related to economic and social development is highly desirable
- Personal engagement for and understanding of topics related to women entrepreneurship and women empowerment; previous experience of working on these topics in a communication role would be considered a plus
- Existing networks to media organisations in the space of entrepreneurship promotion and/or women empowerment would be considered a plus
- Affinity to and proven ability to manage social media presence

Other knowledge, additional competences
- Excellent communication skills and ability to communicate complex issues, in writing and verbally, adapted to different target groups
- Excellent writing skills and attention to detail are a must
- Ability to work independently and entrepreneurial spirit
- Fluency in English is a must; fluency in Hindi is required; Telugu and any local languages of the North Eastern Region would be considered a plus

Location: New Delhi

Duration of the contract: 30.06.2022

Last date of receiving applications: 12 April 2020

Application without GIZ application form will not be considered.
Only shortlisted candidates will be contacted.
GIZ supports Work-Life Balance.
GIZ promotes Gender Diversity – Applications from women professionals are encouraged.

Disclaimer: As per GIZ’s data confidentiality policy, candidate’s application is stored in our database for 6 (six) months and is deleted thereafter.