

Position Title: Executive – Digital Communications & Engagement

Location: New Delhi

Number of Positions: 1

Reporting to: Lead – Communications & Project Integration

Nature of Employment: Full-time (Contract)

Last date of Application: April 26, 2026

1. About Bharat Rural Livelihoods Foundation

Bharat Rural Livelihoods Foundation (www.brlf.in) is an autonomous body established in 2013 under the Ministry of Rural Development through a Union Cabinet decision by the Government of India. With a vision to transform the lives and livelihoods of the most vulnerable populations across India, BRLF plays a crucial role in fostering and facilitating civil society action in partnership with the government and people's institutions. Its mandate encompasses a range of objectives, including bridging the gap between program outlays and outcomes, improving implementation of government flagship programs, providing grant support to civil society organisations (CSOs), and promoting partnerships for inclusive, sustainable development. BRLF has a pan-India mandate and focuses on tribal geographies, particularly those in the Central Indian tribal belt and Northeast India.

For more details, please visit our website: www.brlf.in

2. Role Overview

We are looking for a digitally native, analytical, and creative professional to drive BRLF's digital presence and audience engagement. This role goes beyond content posting. It focuses on building BRLF's digital voice, scaling engagement, and converting communication into influence—across platforms such as LinkedIn, Instagram, YouTube, and the website. You will work at the intersection of storytelling, strategy, and data—translating grassroots impact into compelling digital narratives that resonate with partners, funders, and the public.

3. Key Responsibilities

Digital Platform Management & Growth

- Own and manage BRLF's social media platforms (LinkedIn, Instagram, YouTube, X, Facebook)
- Develop and execute platform-specific strategies (not one-size-fits-all content)
- Build and manage a monthly and quarterly content calendar aligned with organisational priorities
- Drive follower growth, engagement, and audience quality

Content Distribution & Campaigns

- Design and execute thematic campaigns (e.g., natural farming, livelihoods, gender)
- Translate long-form content (reports, films, stories) into:
 - o Reels / Shorts
 - o Carousels

- Threads
- Visual explainers
- Ensure consistent brand voice and messaging across platforms

Analytics & Performance Optimisation

- Track and analyse key metrics:
 - Engagement rate
 - Reach and impressions
 - Watch time and retention
 - Click-through rates
- Produce monthly performance reports with actionable insights
- Continuously optimise content strategy based on data

Website & Digital Assets

- Coordinate regular updates to the BRLF website
- SEO Content Creation & Editing: Writing high-quality, engaging content for websites, blogs, and marketing campaigns that adheres to SEO best practices.
- Maintain and organise digital asset libraries (photos, videos, templates)

Visual & Multimedia Content (Execution Support)

- Create basic creatives using tools like Canva
- Support editing of short-form videos (Reels, Shorts)
- Work closely with the Visual Storyteller to adapt long-form films into digital formats

Field Documentation & Story Capture

- Travel to project locations to capture stories (photo, video, interviews)
- Translate field insights into digital-first narratives

Collaboration & Coordination

- Work closely with program teams to plan communication in advance
- Coordinate with external vendors and designers when required
- Support events, launches, and campaigns

4. Qualifications & Experience

Educational Background

- Bachelor's/Master's in Communications, Media, Journalism, Development Studies, or related fields

Experience

- 2–4 years of relevant experience in digital communications, social media, or content strategy
- Experience in the development sector is desirable but not mandatory

5. Required Skills

Core Competencies

- Strong understanding of social media platforms and algorithms
- Ability to design and execute digital campaigns
- Strong writing and storytelling skills (concise, engaging, audience-aware)
- An analytical mindset with the ability to interpret data

Technical Skills

- Canva (or equivalent design tools)
- Basic video editing (Premiere Pro, DaVinci, etc.)
- MS PowerPoint (high-quality presentations)
- Familiarity with analytics tools (native dashboards, Google Analytics preferred)

Personal Attributes

- Ownership and accountability
- Curiosity and willingness to experiment
- Sensitivity to grassroots and community narratives
- Ability to work in a fast-paced, multi-stakeholder environment

6. Compensation: INR 55,000 – 65,000 per month (as per organisational norms)

7. Application Process: Candidates must submit:

- Updated CV
- Portfolio (writing samples, social media work, videos, campaigns)
- Apply using the link: <https://forms.gle/SnmNJK1qtqXd8AmRA>

Applications without a portfolio will not be considered.

BRLF is an equal opportunity employer committed to fostering a diverse and inclusive workplace. We welcome applications from all individuals, regardless of religious belief, caste, class, gender, ethnicity, sexual orientation, or disability.