

# **PROJECT: YOUTH FOR EDUCATION**

## **JOB DESCRIPTIONS OF VARIOUS PROJECT POSITIONS**

## Content

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## **Project Head**

### **About the Project Head**

The project head will be the key stakeholder in the implementation of the YFE project. Persons having leadership capabilities and inspirational approach for deriving the action through team management will be best suited for this role. The role will require extensive fieldwork for Community mobilization. Talented and enthusiastic citizens of India with a demonstrated passion to work as a professional are invited to be a part of this endeavour.

#### **1. Roles & Responsibilities:**

##### **A. Project Management**

- **Follow Up with different stakeholders**
  - i. Coordinating and communicating with the entire Project Management Unit (PMU) and other team members for effective management of the project.
  - ii. Develop strategies for effective implementation of the project.
  - iii. Ensure all stakeholders adhere to the time limits and achieve the desired quality of the work.
  - iv. Liaison among different stakeholders and ensure all operate in a cohesive manner.
  - v. Monitor project trends and take corrective steps to ensure effective outcomes.
  - vi. Follow up with Project Managers to ensure time bound achievements of outcomes.
  
- **Monitoring and Evaluation of the project**
  - i. Develop a detailed plan to monitor and track the progress of the project.
  - ii. Develop metrics to measure the performance of the project.
  - iii. Perform risk management and gap analysis to enhance the effectiveness of the project.
  - iv. Prepare concise reports in order to brief the Project Management Unit regarding any bright spots and/ or concerns related to the project.
  
- **Grievance redressal**
  - 
  - i. Leverage the Whatsapp/ Telegram and meeting groups to guide Project Managers.
  - ii. Handle any significant project related grievances and re-direct any major grievance to designated authority.
  - iii. Ensure that grievances are resolved in a time bound manner.

##### **B. Resource Management**

- i. Oversee development and creation of different templates in order to circulate required resources.
- ii. Supervise development and dissemination of resource templates (scholarship forms/ booklets etc).

### **C. Data Analysis and Presentation:**

- i. Collation of project related data from Project Managers and other team members.
- ii. Preparing reports and giving presentations to increase effectiveness of the project.
- iii. Plan and operationalize any measures needed to improve the efficacy of project delivery.

### **D. Others**

- i. Arrange meetings and training as and when required.
- ii. Working on ground with all stakeholders.
- iii. To manage ad hoc tasks if any related to the project.

## **2. Essential Qualifications**

Graduation from a recognized university with minimum 55% marks. (or equivalent CGPA).

OR

Post Graduation from a recognized university with minimum 55% marks (or equivalent CGPA)

OR

Integrated masters degree from a recognized university with minimum 55% marks (or equivalent CGPA)

## **3. Work Experience**

Minimum 7 years of full time work experience after graduation / minimum 5 years of full time work experience after post-graduation / minimum 5 years of full time work experience after integrated master degree

\*Note - Candidates have to clearly mention whether the work experience is full time paid work or voluntary work along with the dates. They have to furnish the original experience certificates at the time of interview.

## **4. Age (Maximum)**

45 years as on 18.07.2021

## **5. Desirables**

- Relevant work experience in the education sector.
- Demonstration of outstanding achievements and leadership potential
- Leadership roles in school/college/university/workplace
- Excellence in extracurricular activities like art, culture and sports
- Good verbal and written communication skills
- Good computer skills (MS Office suite- MS Word, MS Excel, Power-point etc)

## **6. Perks and Benefits**

- Salary – Rs. 75,000 p.m. (consolidated).
- Engagement period - 1 year or duration of the project (tenure is extendable based on performance and requirement)
- Experience Certificate
- Opportunity to work with Dy. CM office (Delhi) and become a part of Delhi Education Revolution

## **7. Nature of job and location**

The nature of job is field oriented and the project location is Delhi

## **Project Manager**

### **About the Project Manager**

The project manager will be the key stakeholder in the implementation of the YFE project. Persons having an entrepreneurial mind-set with a problem solving approach will be best suited for this role. The role will require extensive fieldwork for Community mobilization. Talented and enthusiastic citizens of India with a demonstrated passion to work as a professional are invited to be a part of this endeavour.

#### **1. Roles & Responsibilities:**

##### **A. Project Management**

###### **- Follow up with stakeholders**

- i. Coordinating and communicating with other PMU team members for effective management of the project.
- ii. Monitoring mentors call record trends and take corrective steps at program level to ensure better outcomes.
- iii. Create and manage Whatsapp/ Telegram groups of mentors to create a culture of ownership and problem solving.
- iv. Coordinate with nodal officers and other volunteers to organize periodic Mentor - Mentee meets and other engagement events.
- v. Follow up with Senior Nodal Officers (Teachers/ Head of School) to ensure timely delivery of outcomes.
- vi. Coordinate with Nodal Officers (Teachers/ Head of School) if and when they flag a significant mentee concern and/ or Child Protection Policy (CPP) issues.

##### **B. Monitoring and Evaluation of the project**

- i. Develop a detailed plan to monitor and track the progress of the project
- ii. Develop performance measurement metrics for the project
- iii. Perform risk management analysis.
- iv. Conduct gap analysis and plan accordingly to increase the effectiveness of the project.
- v. Prepare concise reports to brief the Program Management Unit regarding any bright spots and/ or concerns related to the program.

##### **C. Grievance redressal**

- i. Leverage the Whatsapp/ Telegram groups to guide Mentors.
- ii. Handle any significant mentor grievance and direct any major grievance to designated authority.
- iii. Ensure that grievances are resolved in a time bound manner.

##### **D. Resource Management**

- i. Collecting and collating Education related resources which are useful for project such as scholarships, career related important documents etc.
- ii. Development and creation of various templates for circulation of above resources.

**E. Data Analysis and Presentation:**

- i. Ensure timely collection of project related data from the stakeholders.
- ii. Organizing and presenting the data to the PMU in a cohesive manner.
- iii. Preparing and analysing reports to enhance effectiveness of the project.
- iv. Be the link between the Program Management Unit and the technology team to ensure smooth functioning of the data collection process.
- v. Suggest measures to improve the efficacy of program delivery.

**F. Others**

- i. Arrange meetings and trainings as and when required.
- ii. Working on ground with all stakeholders.
- iii. To manage ad hoc tasks if any related to the project.

**2. Essential Qualifications**

Graduation from a recognized university with minimum 55% marks. (or equivalent CGPA).

OR

Post Graduation from a recognized university with minimum 55% marks (or equivalent CGPA)

OR

Integrated Master's degree from a recognized university with minimum 55% marks (or equivalent CGPA)

**3. Work Experience**

Minimum 5 years of full time work experience after graduation / minimum 3 years of full time work experience after post-graduation / minimum 3 years of full time work experience after integrated master degree

\*Note - Candidates have to clearly mention whether the work experience is full time paid work or voluntary work along with the dates. They have to furnish the original experience certificates at the time of interview.

**4. Age (Maximum)**

40 years as on 18.07.2021

**5. Desirables**

- Relevant work experience in the education sector.
- Demonstration of outstanding achievements and leadership potential
- Leadership roles in school/college/university/workplace
- Excellence in extracurricular activities like art, culture and sports

- Good verbal and written communication skills
- Good computer skills (MS Office suite- MS Word, MS Excel, Power-point etc.)

#### **6. Perks and Benefits**

- Salary - Rs 65,000 p.m. (consolidated).
- Engagement period - 1 year or duration of the project (tenure is extendable based on performance and requirement)
- Experience Certificate
- Opportunity to work with by Dy. CM office (Delhi) and become a part of Delhi Education Revolution

#### **7. Nature of job and location**

The nature of job is field oriented and the project location is Delhi

## **Multimedia Designer**

### **About the Multimedia Designer**

The **Multimedia Designer**, will be responsible for creating modules for online learning platforms and innovative marketing campaigns for disseminating the project messages to external stakeholders through mass media. The role requires a young dynamic professional to develop informative and impactful content. Talented and enthusiastic citizens of India with a demonstrated passion to work as a professional are invited to be a part of this endeavour.

### **1. Roles and Responsibilities**

#### **A. Multimedia creation**

- i. Design web pages, brochures, logos, signs, books, magazine covers, annual reports, advertisements, illustrations and other communication materials using software
- ii. Create graphics, animations, and special effects, as well as editing photos, audios, and videos using Adobe Creative Suite.
- iii. Conceptualize and create videos based on design briefs.
- iv. To create media that captures success stories of the project.

#### **B. End to End Ownership of Design Process**

- Liaising with stakeholders such as government officials, project team, mentors, students, teachers to collect relevant information and data. .
- Study design briefs and determine requirements
- Draw storyboards for advertisements, and videos.
- Work and coordinate with the Project team, to prepare the final design.

#### **C. Others:**

- Coordinating and working with all stakeholders
- Attend meetings and trainings as and when required.
- To manage any ad hoc tasks as assigned by the Project Team.
- To communicate the project messages in a coherent and appealing manner to the various stakeholders and to facilitate mentee learning in an effective manner.

### **2. Essential Qualifications**

Bachelor's degree in Design or Bachelor of Fine Arts from a recognized university with minimum 55% marks. (or equivalent CGPA)

### **3. Work Experience**

Minimum 2 years full time work experience after graduation in relevant field

\*Note - Candidates have to clearly mention whether the work experience is full time paid work or voluntary work along with the dates. They have to furnish the original experience certificates at the time of interview.

### **4. Age (Maximum)**

35 years as on 18.07.2021

### **5. Desirables**

- Excellent IT skills, especially with design and photo editing software.
- Experience in as multimedia designer role.
- Proficiency in Adobe Creative Suite - including photoshop, Illustrator, Indesign, Flash, Dreamweave, and Premier Pro and AE after effects, Motion graphics editing and other industry relevant softwares.
- Professional approach to time, costs, deadlines.

### **6. Perks and Benefits**

- Salary - Rs 50,000 p.m. (consolidated).
- Engagement period - 1 year or duration of the project (tenure is extendable based on performance and requirement)
- Experience Certificate
- Opportunity to work with by Dy. CM office (Delhi) and become a part of Delhi Education Revolution

### **7. Nature of job and location**

The nature of job is field oriented and the project location is Delhi

## **Social Media Associate**

### **About Social Media Associate**

The Social Media Associate, will be responsible for creating and maintaining online presence of YFE on all possible social Media platforms. The role requires a creative mindset to design and implement different social media strategies to connect with its target demographic of mentors (college students and young professionals) and mentees (9th - 12th graders). Talented and enthusiastic citizens of India with a demonstrated passion to work as a professional are invited to be a part of this endeavour.

### **1. Roles and Responsibilities:**

#### **A. Creating and maintaining YFE as a brand**

- i. Create and implement a strategic plan along with the content design team to maximize the reach of YFE.
- ii. Design strategies to ensure effective implementation of the project at large scale. Work with the project team to improve the outreach for mentor mobilization.
- iii. Collect stakeholder feedbacks and update strategies for outreach.
- iv. Managing presence on all relevant social media platforms.
- v. Responsible for overall digital brand management for YFE.

#### **B. Content Development**

- i. Design engaging, creative, innovative content with the help of the project team.
- ii. Create snippets to publicize the YFE project message and its success stories.

#### **C. Data Analysis and Presentation:**

- i. Collect and analyze social media trends.
- ii. Organize and present the data to the PMU in a cohesive manner.
- iii. Prepare reports.

#### **D. Others**

- i. Coordinating and working with all stakeholders
- ii. Attend meetings and trainings as and when required.
- iii. To manage ad hoc tasks if any, related to the project

### **2. Essential Qualifications**

Graduate from a recognized university with minimum 55% marks. (or equivalent CGPA) and Diploma/ Certificate course in Digital Marketing/ Media Management

### **3. Work Experience**

Minimum 2 years full time work experience after graduation in relevant field

\*Note - Candidates have to clearly mention whether the work experience is full time paid work or voluntary work along with the dates. They have to furnish the original experience certificates at the time of interview.

#### **4. Age (Maximum)**

Years as on 18.07.2021

35

#### **5. Desirables:**

- i. Demonstration of good observation and analysing skills
- ii. Excellence in out of the box thinking
- iii. Part of people engagement groups
- iv. Good understanding of social media platforms
- v. Good computer skills in related field and MS Office suite (MS Word, MS excel, Powerpoint etc)

#### **6. Perks and Benefits**

- Salary - Rs 50,000 p.m. (consolidated).
- Engagement period - 1 year or duration of the project (tenure is extendable based on performance and requirement)
- Experience Certificate
- Opportunity to work with by Dy. CM office (Delhi) and become a part of Delhi Education Revolution

#### **7. Nature of job and location**

The nature of job is field oriented and the project location is Delhi

## **Content Developer**

### **About the Content Developer**

The Content developer will be part of a dedicated team responsible for designing project related content and for communicating the project messages through mass media. The role requires a young dynamic professional to design and develop training and orientation projects. Talented and enthusiastic citizens of India with a demonstrated passion to work as a professional are invited to be a part of this endeavour.

#### **1. Roles and Responsibilities:**

##### **A. Create Project Briefs**

- i. Collaborate with Project team, to understand the requirements for different target groups, and prepare relevant and precise content
- ii. Create content strategies, plans, and the information architecture for communicating to the target audience
- iii. Handle end to end content development, considering various stakeholders such as mentors, mentees, school specific SPOC etc. and various platforms such as social media, news media etc.
- iv. Deliver clear, inclusive, accessible, and translated content for a target audience.
- v. Prepare supporting material such as videos, audios, games, role plays, simulations etc.
- vi. Create a blog and other channels - to spread the message of the project.

##### **B. Content Development:**

- i. Design, develop, and publish content (e.g. messages, documentations, multimedia) that is easy to find, understand and use. This may include content for training modules for stakeholders and project related community content.
- ii. Evaluate content requests and work with stakeholders to understand the problems, goals, and outcomes.
- iii. Propose modifications to the existing Content to make it more appropriate, user friendly and effective.
- iv. Work closely with the Project team, to create user friendly content by understanding and analyzing their behavioural aspects.
- v. To review the existing design content and understand user feedback to validate and improve the same.

##### **C. Others**

- i. To work with multimedia designer and social media designer on end-to-end delivery of the content plan.
- ii. To share work in progress, along with giving and receiving critiques.
- iii. To own parts of the end-to-end authoring process: design, development, editing, production and translation.
- iv. To develop power point presentations for dissemination.

- v. To communicate the project messages in a coherent and appealing manner to the various stakeholders and to facilitate mentee learning in an effective manner.
- vi. To Work on ground with multiple stakeholders.
- vii. To manage any ad hoc tasks related to the project
- viii. To collect data from nodal officers and other stakeholders, if required.
- ix. To attend meetings and training as and when required.

## **2. Essential Qualifications**

Graduate in mass media or communications from a recognized university with minimum 55% marks. (or equivalent CGPA).

OR

Postgraduate in mass media or communications from a recognized university with minimum 55% marks. (or equivalent CGPA).

## **3. Work Experience**

For graduates: Minimum 2 years of experience in communications or journalism roles.

For postgraduates : No minimum experience

## **4. Desirables**

- i. Writing, curating, and editing content for accuracy, clarity, and usability.
- ii. Modeling and formatting content into viable, feasible, and desirable solutions.
- iii. Proven experience in simplifying complex content for users.
- iv. Researching and studying a subject and its context to prepare content.
- v. ability to evaluate and design for the interactions between language and design elements to construct a logical, compelling narrative throughout the user/client journey.
- vi. Ability to define and apply consistent voice and tone throughout a content journey.
- vii. Experience in documenting detailed content.
- viii. Proven communication skills (both written and verbal).
- ix. A good understanding of the Media and Digital platforms.
- x. Other skills such as - a design orientation, presentation skills, ability to multitask and deliver projects on time.

## **5. Age (Maximum)**

35 years as on 18.07.2021

## **6. Perks and Benefits**

- Engagement period - 1 year or duration of the project (tenure is extendable based on performance and requirement)
- Salary - Rs 50,000 p.m. (consolidated).
- Experience Certificate
- Opportunity to work with by Dy. CM office (Delhi) and become a part of Delhi Education Revolution

## **7. Nature of job and location**

The nature of job is field oriented and the project location is Delhi

## **Video Producer**

### **About the Video Producer**

The Video Producer will be responsible for creating modules for online learning platforms and innovative marketing campaigns for disseminating the project messages to external stakeholders through mass media. The role requires a young dynamic professional to develop informative and impactful content. Talented and enthusiastic citizens of India with a demonstrated passion to work as a professional are invited to be a part of this endeavour.

### **1. Roles and Responsibilities**

#### **A. Video creation and Production**

- i. Create and develop video content for modules and for program success stories required for social media campaigns, and external promotion usage.
- ii. Design video advertisements, illustrations and other communication materials.
- iii. Create graphics, animations, and special effects, as well as editing audios, and videos.
- iv. Conceptualize and create videos based on design briefs.

#### **B. End to End Ownership of Design Process**

- i. Liaising with stakeholders such as government officials, project team, mentors, students, teachers to collect relevant data and information.
- ii. Study design briefs and determine requirements.
- iii. Draw storyboards for advertisements and videos.
- iv. Work and coordinate with the Project team, to prepare the final design.
- v. Record and edit video and sound projects, including selecting program format for final output, capturing/importing media, organizing raw media, editing footage and sound files, creating and inserting static and motion graphics, titling, adding music/voice-over/sfx, media management and archiving project media
- vi. Manage video library

#### **C. Others:**

- i. Coordinating and working with all stakeholders.
- ii. Attend meetings and training as and when required.
- iii. To manage any ad hoc tasks as assigned by the Project Team.

- iv. To communicate the project messages in a coherent and appealing manner to the various stakeholders and to facilitate mentee learning in an effective manner.
- v. Excellent time management and organisational skills.
- vi. Accuracy and attention to details required.
- vii. An understanding of the latest trends in the requisite field.

## 2. Essential Qualifications

Bachelor's degree in Design, Cinematography, Motion graphics, Digital design from a recognized university with minimum 55% marks (or equivalent CGPA).

OR

Bachelor's Degree from a recognized university with minimum 55% marks. (or equivalent CGPA) and Certificate/Diploma (minimum 3 months duration) in video editing, cinematography, motion graphics, digital design, Journalism, Mass Communication, film studies or production, Film Making and Editing.

## 3. Work Experience

Minimum 2 years full time work experience after graduation in relevant field

\*Note - Candidates have to clearly mention whether the work experience is full time paid work or voluntary work along with the dates. They have to furnish the original experience certificates at the time of interview.

## 4. Age (Maximum)

35 years as on 18.07.2021

## 5. Desirables

- Excellent IT skills, especially with design and Video editing software.
- Experience in a Video designer or producer role.
- Proficiency in Adobe Creative Suite - including photoshop, Illustrator, Corel VideoStudio (Basic), Apple iMovie, Indesign, Flash, Dreamweave, and Premier Pro and AE after effects, Motion graphics editing and other industry relevant softwares.
- Video includes familiarity with professional cameras (Sony PMW-F3 or similar), prosumer camcorders (Sony NXCAM HXR-NX3 or similar), various HD and SD formats, pre-production/planning, studio and field production, lighting/grip, scriptwriting, storyboarding and photography.
- Post-production entails digital video editing, still and motion graphics design, and video compression for multiple delivery platform
- Professional approach to time, costs, deadlines.

## **6. Perks and Benefits**

- Salary - Rs 50,000 p.m. (consolidated).
- Engagement period - 1 year or duration of the project (tenure is extendable based on performance and requirement)
- Experience Certificate
- Opportunity to work with Dy. CM office (Delhi) and become a part of Delhi Education Revolution

## **7. Nature of job and location**

The nature of job is field oriented and the project location is Delhi.