



When you work with Pravah you walk the thin line between...

Work and Fun

Sacrifice and Social Responsibility

Indiscipline and creativity

Hindi and English

Black and White

Right and Left

Me and We

ABOUT PRAVAH

Pravah (<https://www.pravahindia.org/>) was formed in 1993 with the mission to work on the 'prevention' of social conflicts by developing social responsibility and personal leadership among young people (adolescents and youth). We believe that social change is effected through a deep mindset change of individuals and along with the empowerment of the socially excluded it is imperative to hugely shift the attitudes of individuals in powerful decision-making positions, in order to change the social structures that marginalise communities.

It is kept alive by an active and engaged Governing Board and a strong and professional executive team and is being fulfilled through the design and delivery of innovative experiential learning and action programs with diverse groups of young people across the country. We also train teachers, support youth-led initiatives, incubate new organizations, and partner with other organizations to mainstream youth development and active citizenship by providing organizational development and programmatic support. We are also engaged in influencing public policy in the field of youth.

More often than not, young people have preoccupied with four spaces that society legitimizes them to inhabit. These are 1) Family 2) Livelihood/Education 3) Friends and 4) Leisure (which includes entertainment, worship, and sports among others). There is one very vibrant space although quite marginalized that young people also occupy, which we call the 5th Space - a concept to inspire and facilitate young people to expand beyond the typical 4 spaces of career education, family, friends, and

leisure by creating this space in the mentioned four spaces through exploring a journey from self to society and back. This is where young people understand themselves and engage in social action. It focuses on the self-transformation of youth as much as on transforming society through them. The 5th space is co-owned and co-led by young people and adults, provides deep cross-border experiences (including across borders of caste, class, gender, and religion), and is a space for 'refl-action' (wherein the best traditions of experiential learning, action is taken to learn about the self and reflection precedes and succeeds this action).

Annually, our total outreach is approx. 30,000+ young people, support/mentor 100 social entrepreneurs/youth organizations, and work with around 100 partners.

So when you work (we prefer to call it 'walk' with us), you actually work with many others - young people, teachers, other organizations, and the larger civil society – all from as diverse worlds as you can imagine.

Pravah is currently on a new curve of expansion – both in size and the scope of its interventions. To support it, a number of exciting opportunities have arisen for the engagement of inspired and committed people with diverse levels of skills and experience in Pravah.

In the current phase of our journey, we are looking for an inspired and committed Programme Coordinator to work with us. Read on to know if it could be you!

Job Description – Associate Consultant, Fundraising and Visibility

Location: New Delhi

Type: Full time

Specific responsibilities include:

1. Strategic Communication & Brand Building
 - Support the implementation of Pravah's annual visibility and communication plan under the guidance of the senior team
 - Help maintain consistency in the organisation's brand voice, visual identity, and messaging across platforms and audiences
 - Create and standardise templates that surface and amplify youth-led stories and programme work
 - Flag inconsistencies in tone, language, or aesthetics across content and platforms
2. Content & Storytelling
 - Write, edit, and produce content across formats - newsletters, social media posts, blogs, donor updates, and event materials
 - Work with programme teams to gather field stories, photographs, case studies, and quotes for communication use
 - Translate updates and field realities into clear, engaging communication pieces for different audiences
 - Coordinate with designers and creative vendors for layout, production, and timely delivery of materials

3. Media & Partnerships

- Support the coordination of public engagement opportunities: talks, panels, events, and collaborations
- Assist in preparing press notes, media kits, and visibility materials for events and campaigns

4. Digital Presence

- Manage day-to-day social media — content scheduling, posting, community engagement, and basic performance tracking
- Support regular website updates to keep content accurate and current
- Experiment with and produce content in newer formats — short videos, reels, infographics — as part of the team's digital outreach

5. Internal Visibility & Capacity Building

- Collaborate with programme teams to strengthen documentation and communication practices
- Support facilitation of sessions on storytelling, social media, and documentation for youth participants and team members, with guidance from senior staff
- Contribute to building and maintaining systems for consistent photo, story, and data collection across the organisation

We are looking for a person with:

Experience & Education

- Postgraduate degree in Communications, Journalism, Social Work, Development Studies, or a related field
- 1-3 years of work experience in communications, content creation, fundraising support, or a related area
- Internship or volunteer experience in the development or social sector is a strong plus

Skills

- Strong writing skills in English; clear, warm, and purposeful; Hindi proficiency is essential
- Confident with digital tools: Canva, PowerPoint, exposure to AI tools, basic social media management
- Organised and detail-oriented with the ability to manage multiple pieces of content and deadlines simultaneously
- Basic understanding of social media analytics and what makes content work online
- Ability to work with programme teams to extract and shape stories from field realities

Values & Disposition

- Genuine commitment to youth development, social justice, and equity
- Curious, self-motivated, and eager to learn in a fast-paced, mission-driven environment
- Collaborative with the ability to work well across teams and with external partners
- Willingness to travel for field visits, events, and programme exposure
- Comfortable with ambiguity and excited to grow into a role, not just fill one

What we offer

- A deeply values-driven team with 30+ years of sector experience to learn from
- Real responsibility from Day 1; your work will be seen, read, and used
- Exposure to a wide range of development sector stakeholders young people, youth organisations and sector leaders
- A culture that values reflection, creativity, and honest conversation
- Minimum 2-year commitment encouraged; we invest in people who invest in us

If you are interested in working towards nurturing youth and adolescent leadership and think you will be a good fit for the position, please send your CV along with a cover letter to jobs@pravah.org with the subject line: **Application for Associate Consultant.**

We will be interviewing shortlisted candidates on a rolling basis. You will hear from us if your CV is shortlisted for the position.
