

Title:

Associate / Manager- Content and Communication

Location: Hyderabad

About Centre for Research in Schemes and Policies (CRISP)

Centre for Research in Schemes and Policies (CRISP) is an organisation formed by 10 senior civil servants, who have served at the level of Secretary to Government of India, for working with the State and Central Governments for designing/redesigning schemes and policies in the Social Sector. It desires to make large-scale impact by working with State and Central Governments in designing/evaluating/redesigning social sector schemes and policies. CRISP has positioned young professionals led by senior professional in 6 States (Rajasthan, Karnataka, AP, UP, Meghalaya and Telangana).

These CRISP State teams prepare detailed action plans which are approved by the State Govt, implementation of which is done along with the State Govt machinery. The teams conduct 'concurrent evaluation' of schemes, help in setting up monitoring systems, and drafting policies covering rural, urban development, poverty alleviation, education, health and institution building. The objective of CRISP is to bring systematic reforms, thus shifting focus from input-oriented implementation to outcome-focused roll-out.

CRISP has positioned highly accomplished and professional team with expertise in the social sector at the central office set up in Hyderabad, with functions of supporting/mentoring/monitoring the State teams, design studies and surveys, do data analytics and undertake professional report writing for accomplishing its objectives.

Leadership

Mr R Subrahmanyam (ex Secretary, Higher Education, Govt. of India) is leading CRISP as the Chief Executive Officer, along with 9 other very senior civil servants.

Our Engagements / Work

Rajasthan- Pro-Poor Initiatives.

Karnataka- Rural Development and Panchayat Raj

Andhra Pradesh- Education in govt. Schools

Meghalaya- Improve learning outcomes in primary schools

Uttar Pradesh- Higher Education policy reform

Telangana: Transformation of the higher education system

Position Overview:

We are seeking a talented and driven individual to join our dynamic team at Centre for Research in Schemes and Policies (CRISP). In this role, you will be responsible for creating compelling content, managing communication channels, and supporting advocacy initiatives to promote our organisation's mission of bringing systematic reforms, thus shifting focus from input-oriented implementation to outcome-focused roll-out.

Key Responsibilities:

Content Creation:

1. Develop and execute comprehensive content strategies that align with the organization's goals and objectives.
2. Produce high-quality, engaging content for various channels, including websites, blogs, social media, newsletters, reports, and press releases.
3. Conduct research to gather relevant information and statistics and translate complex economic concepts into accessible and compelling content.
4. Collaborate with subject matter experts, stakeholders, and team members to create informative and persuasive content.

Communication Management:

1. Manage and maintain the organisation's communication channels, including websites, social media platforms, monthly newsletter, and other digital and traditional channels.
2. Monitor and analyse communication metrics, track engagement, and provide regular reports on the effectiveness of communication strategies.
3. Respond promptly to inquiries and comments on various communication platforms, ensuring consistent and professional communication with stakeholders.
4. Coordinate and collaborate with internal teams to ensure consistent messaging and branding across all communication channels.

Qualifications and Skills:

1. Bachelor's degree in marketing, mass communications, humanities, public policy and a keen interest in communications and advocacy or a related field. Master's degree is a plus.
2. Proven experience of 4 to 5 years in content creation, preferably in the field of social impact / justice, public policy, or advocacy.
3. Excellent written and verbal communication skills, with the ability to translate complex concepts into accessible content.
4. Strong understanding of digital and traditional communication channels, including social media platforms, websites, email marketing, and media relations.
5. Ability to conduct research, gather relevant data, and present information in a clear and compelling manner.

6. Proficiency in content management systems, social media management tools, and data analytics platforms.
7. Exceptional organisational skills, with the ability to manage multiple projects and deadlines simultaneously.
8. Strong interpersonal skills and the ability to build relationships with diverse stakeholders.
9. Self-motivated, detail-oriented, and able to work both independently and collaboratively in a fast-paced environment.

Join our team and play a vital role in advancing social sector initiatives and advocating for policies that drive positive change.

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