

## About-SeSTA

Seven Sisters Development Assistance (SeSTA) [www.sesta.org](http://www.sesta.org) is a professionally managed, non-governmental, not-for-profit organization initiated by a group of young professionals engaged in different parts of North-East India. The name SeSTA is pronounced 'Chesta' and means 'Effort' in Assamese. It was begun with the idea of enhancing the capabilities of vulnerable communities by creating a just and equitable society devoid of poverty and identity-related crises, and by promoting and strengthening institutions in the north-eastern region of India. SeSTA's mission is to catalyze inclusive and sustainable development in the North-East region of India by enhancing the capabilities of the rural communities.

**Name of Post:** Executive (Communication and Retail Fundraising)

### Job Overview:

We are seeking a dynamic and creative Communication Specialist to join our team. This role is crucial for enhancing our organization's visibility and engagement through retail fundraising initiatives, managing social media platforms, and creating compelling graphic designs.

### Requirements and skills

- Master's degree in Communications, Marketing, Graphic Design, or related field.
- Proven experience in retail fundraising and knowledge on social media management, and graphic design required.
- Proficiency in graphic design software (Adobe Creative Suite, Canva, etc.).
- Strong understanding of social media platforms and trends.
- Excellent written and verbal communication skills.
- Ability to work collaboratively and meet tight deadlines.

### Primary roles and responsibilities will be:

#### 1. Retail Fundraising:

- Develop and implement retail fundraising strategies to attract new donors and ensure retention of donors.
- Set fundraising goals and objectives in collaboration with the organization's overall fundraising targets.
- Collaborate with team members to create appealing campaigns and events for retail outlets.
- Establish and maintain relationships with retail partners to enhance fundraising opportunities.
- Plan and execute fundraising campaigns within retail spaces, such as stores or malls.
- Coordinate promotional activities and events to raise awareness and attract donors
- Provide receipts or acknowledgment to donors and maintain accurate records of

contributions

- Prepare reports on fundraising performance to share with stakeholders.

## **2. Documentation:**

- Maintaining external stakeholder database for the purpose of outreach
- Constantly upgrade the video and photograph repository for the purpose of internal and external use
- Establish and maintain an up-to-date documentation for publications, photographic, audio-visual, graphic and other digital communication materials as a part of knowledge management
- Designing and developing donor reports

## **3. Handling Social Media platforms of SeSTA:**

- Responsible for uplifting and building the overall online reputation and brand of SeSTA
- Oversee and manage all social media handles of SeSTA (Facebook, LinkedIn, Twitter, Instagram, YouTube)
- Create and execute Social Media Marketing/Promotion/Fundraising plan
- Create periodic and outcome specific social media marketing and fundraising campaigns in close alignment with expected fundraising targets
- Responsible for budget allocation of paid promotions
- Responsible for driving the organic as well as commercial plan for social media outreach and conversion
- Using google ads, Facebook ads, Instagram ads, email marketing tools effectively etc.
- Demonstrate skill in organic as well as paid/promotional content creation (creatives, captions, stories, etc) and publishing
- Regularly source and collate content for the purpose of social media campaigning, marketing and fundraising
- Organise seminars/webinars and events to improve organisation's outreach. Ensure representation of SeSTA in relevant events to improve its visibility in the sector.

## **4. Graphic Design:**

- Develop creative concepts and ideas for visual communication based on project requirements.
- Collaborate with clients or team members to understand design needs and objectives.
- Design visually appealing materials for both online and offline use, including promotional materials, social media graphics, and fundraising collateral.
- Design layouts, graphics, and illustrations using graphic design software.

- Ensure brand consistency across all design elements.
- Stay updated on design trends and tools to enhance the organization's visual presence.
- Collaborate with cross-functional teams, including marketing, content creators, and developers, to bring design concepts to life.
- Manage multiple design projects simultaneously, ensuring deadlines and deliverables are met.
- Creatively design and packaging varied reports including the annual report, brochures, creatives, magazine, etc using various design software's like in-design, illustrator, Corel, photoshop, etc.

### **Job Specification:**

**Educational Qualification** – Minimum 16 years of Education with professional degrees like M.A in Mass Communication and Journalism, MBA in Information technology and rural management, MCA, MSW with prior experience in retail fundraising etc. Applicants with a professional degree in Graphic design are also preferable.

**Work Experience** – Minimum 3/4 years of working experience in the Development sector.

**Age Limit** – 35 years

**Salary/Pay:** Negotiable (as per years of relevant experience)

### **Process of Selection:**

- a. Written test/assignment**
- b. PowerPoint Presentation**
- c. Group Discussion**
- d. Personal Interview**
- e. Rural Stay Test**

After selection, 15 days of village study will be required.

**Last date of Application:** 11<sup>th</sup> February, 2024

**How to apply:** Interested applicants Please send their CV along with a cover letter at [sesta.recruitment@sesta.org](mailto:sesta.recruitment@sesta.org)