



Centre for  
Pastoralism

[www.centreforpastoralism.org](http://www.centreforpastoralism.org)

## Position for Communications Lead/Content Writer

June 2022

[Centre for Pastoralism \(CfP\)](http://www.centreforpastoralism.org) works on pastoralists' issues across India. Our associates and partners range from universities, NGOs, and government organisations, to camel milk producing Maldharis and artisanal cheesemakers, visual artists and documentary film makers. CfP is looking to hire a Communications Lead and Content Writer to oversee its communications-related work, including reports, press releases, social media, and website updates, a quarterly newsletter and similar materials.

**This is a full time position, for a period of two years, and will be based out of CfP's Delhi office.** The person is expected to provide overall direction to all communication-related work within the organisation.

### Responsibilities:

- Carve out content and anchor conversations for various multimedia that will shape our public presence and outreach
- Draw from long form reports of research in the field and cull out critical content for use in press releases and social media posts
- Put together press releases for media and government agencies, and build connections with media persons
- Build and manage CfP's presence on social media
- Periodically update the functionality and content of the CfP website
- Produce Pastoral Times, our quarterly publication
- Produce and write occasional reports, brochures, and flyers to showcase CfP's work
- Some of the above will require intensive work with service providers such as web and graphic designers.

### Centre for Pastoralism

c/o Sahjeevan  
175-Jalaram Society,  
VijayNagarHospital Road,  
Bhuj-Kachchh,  
Gujarat 370001  
P: 91 2832 251814

[coordinator@centreforpastoralism.org](mailto:coordinator@centreforpastoralism.org)

F 301, 3rd Floor,  
Chaudhari Prem Singh House,  
Himmat Singh Marg,  
Lado Sarai,  
New Delhi 110049  
Phones: 98183 69335 / 98182 05681

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Khasra No. 7,  
Danion ka Danda  
Near Ramkrishna Mission Ashram,  
Old Mussoorie Road, Kuthalgate,  
Dehradun, 248009  
P: 90127 14863



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Desired experience and qualifications:

- Bachelor's degree in Communication/English/Design OR relevant experience in creating content relevant to the position
- 3-4 years work experience or an equivalent interest in the field
- Excellent written and oral skills in English
- Experience with maintaining a website and/or a social media presence
- An ability to edit and create/condense content from complex written research/datasets
- Ability to work independently in a new organisation
- Willing to work flexible hours and travel
- Prior experience in the non-profit/NGO sector is desirable

**TO APPLY:**

For immediate consideration, candidates should submit a cover letter, resume and a writing sample, including contacts for two references, to [coordinator@centreforpastoralism.org](mailto:coordinator@centreforpastoralism.org)

Subject Title: Communications Lead/Content Writer

Start Date – As soon as possible;

CfP is an equal opportunity employer.

Remuneration is based on qualifications and experience.

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