

Position Overview: ADF India and its partner organisations, under the Alliance for Life and Liberty project, are seeking a passionate and skilled Content Creator to join our team. The ideal candidate will have a strong storytelling ability and the skills to create compelling content across various platforms, including newsletters, blogs and social media.

Location: New Delhi, India

Job Requirements:

- **Creative Storytelling and Content Creation:** Demonstrate exceptional storytelling abilities through writing, visual techniques, and multimedia content that align with ADF India's mission and values, effectively communicating the impact of legal cases and organizational initiatives.
- **Research and Interviewing:** Conduct thorough research and interviews to gather information and insights for creating impactful content.
- **Project Management:** Organize and manage multiple projects simultaneously, ensuring deadlines are met and content is delivered effectively.
- **Adaptability and Collaboration:** Ability to adapt to evolving priorities and work collaboratively with team members across different functions and departments.
- **Passion for Human Rights:** Genuine interest in and commitment to promoting and defending human rights and religious freedom.
- **Attention to Detail:** Meticulous attention to detail ensuring accuracy and clarity.
- **Language proficiency:**
 1. Strong proficiency in English (reading, writing, and speaking)
 2. Manageable proficiency in Hindi (speaking)
- **Content Integrity and Branding Compliance:** Ensure that all materials are clear, accurate, and consistently reflect our branding guidelines.
- **Social Media Management:** Experience in managing social media platforms for content distribution and engagement.
- **Flexibility for Travel:** Willingness and availability to travel as needed for story capture, interviews, and assignments.

Optional Skills (Proficiency in at least one of these areas will be a plus):

- **Photography and Videography:** Ability to capture high-quality photos and videos to enhance storytelling.
- **Video Production:** Experience with Adobe Premiere Pro or similar video editing software.
- **Graphic Design:** Familiarity with graphic design tools such as Adobe Photoshop or Canva.
- **Knowledge of SEO and Digital Marketing:** Understanding of SEO principles and digital marketing strategies.
- **Multimedia Storytelling:** Ability to integrate multimedia elements effectively into storytelling (e.g., infographics, animations).

Required Qualifications and Work Experience:

- Bachelor's degree in any field, with preference given to degrees in Communications, Journalism, Media Studies, or related field.
- At least one-year proven experience in content creation, journalism, or communications role. Freshers with a strong portfolio or relevant skills are also encouraged to apply.

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