

Job description Communication professional

Hands-on and pragmatic, parttime or freelance (12 hrs p/wk), partly working from home

Background

Women on Wings' mission is to take families in rural India out of poverty through economic development. Our ultimate aim is to create one million jobs for women in rural India in an economically profitable and sustainable way. Women on Wings is a foundation, established in 2007 in the Netherlands. Since May 2013 it has an office in India. Women on Wings provides professional business knowledge and mentoring to social Indian enterprises (our business partners) that employ women in rural India with a view to accelerate their growth and thereby co-creating jobs for rural women. A network of almost 60 business professionals (our volunteer experts, mainly from the Netherlands), share their time and talent with our business partners in India to grow their companies. Our core team that designs and runs the day-to-day business, comprises professionals from India and the Netherlands. To realize our ambitious plans for the future, we aim to expand our core team with a Communication professional in the Netherlands.

Women on Wings' three core values

"When your values are clear to you, making decisions becomes easier", Disney

These are our three core values:

- **Equality:** we respect all, offer freedom of expression and equal opportunities;
- **Living up to:** we are pro-active, have discipline, take ownership, we do what we say and we are transparent in how we work;
- **Energetic:** we have strength, courage and energy for the heart of the business. We motivate, challenge and inspire each other and our partners.

Sustainable development goals

The seventeen United Nations' Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. Through its work, Women on Wings contributes to SDGs:



Main purpose of the job

A professional and consistent communication to all stakeholders about the Women on Wings work, results and challenges in an inspiring way and through a pragmatic approach. Bring Women on Wings into the limelight by identifying the right media, events and platforms to present our work.

The Communication professional

Is a committed communication professional who wants to contribute to realizing Women on Wings' ambitious goals by using his/her/their experience, skills and network. You are an experienced professional, firm and authentic, who knows the social environment in which Women on Wings operates and who the stakeholders are. Is eager to find out what all is happening at Women on Wings and its partners and knows what needs to be communicated at the right time. Likes to create a strategic longer-term plan, but also to translate that into actions. Has a smooth pen, likes storytelling and handling social media. A hands-on and pragmatic team player who will become part of an international team. Next to working with Dutch team members, you will participate in weekly online meetings with Indian team members. Since all communication is being done in English, you have excellent English verbal and writing skills.

Key Responsibilities

- Translating the objectives of the overall long-term plan for Women on Wings into a Communication plan, and define and implement activities to realize the same
- Handling all social media – from designing the strategy, creating content, to posting the content and managing comments from the audience
- Creating content for the Women on Wings website and the community platform
- Identifying and proactively approaching Dutch media, events and platforms for Women on Wings to present / showcase our work
- Formulate specific strategy for Communication in India and liaison with the Indian partner for execution
- Events: designing and organizing events for various stakeholders, like
 - o Annual event with (prospected) partners in India in which we showcase our work through interactive masterclasses by experts

Job requirements

- Commits to the three Women on Wings values and has
 - o 5 - 10 years' professional experience in Communication
 - o a passion for storytelling and social media
- Wants to work in the social sector
- Believes in long-term commitment and achieving (social) impact
- International experiences in travel and/or work and a media network is preferred
- Ability to:
 - o cooperate and communicate with relevant stakeholders
 - o be flexible and set priorities

Skills and competences

- *Result driven*
- *Takes ownership, is pro-active, hands-on and a self-starter* – commitment towards the work which is partly done from home
- *Interpersonal skills* – friendly, open and participative team player with a sense of humor
- *Curiosity* – be passionate to work with other cultures and about delving deeper to unearth more insight
- *Excellent English writing and verbal skills*
- *Listening skills and attention to detail* – ability to ensure information is accurately presented and reported

What we offer

- Work in an international environment
- Be part of a dynamic team and of a journey towards an impactful social economic mission
- Flexible working hours
- Salary conform the social sector

Other

- The Communication professional should be based in the Netherlands
- The Communication professional works 12 hours per week, of which preferably 1 day per week at the Women on Wings office in Austerlitz (Wednesday). Since it is a new position, the 12 hours per week are an assumption based on certain criteria. We will review the same after six months.

Please send your resume and motivation **latest October 21, 2022** to: hilke@womenonwings.com
We shall revert within 3 weeks.

Austerlitz, September 21, 2022