

# Recruitment Notice: Digital Communications Associate, Trayas

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**Trayas is recruiting a Digital Communications Associate to help take our website, social media, and other digital content to the next level.**

## **Who we are**

Trayas is a knowledge-driven public purpose enterprise. We collaborate with mission-driven partners and state governments on transformational regulatory initiatives. As an independent and trusted advisor, our mission is to inform and accelerate policy decisions that enable the greatest opportunities for our people, businesses, and communities.

We build capacities of governments and civil society to apply a principles-based lens to regulation design, execution and impact. First, through a careful count-and-catalogue approach, we identify to deep specificity the corrections required in law and policy. Second, we share evidence with decision-makers to demonstrate how recommended regulatory corrections advance prosperity.

## **Who we are looking for**

The Digital Communications Associate will play a key strategic support role within Trayas. They will be responsible for developing high-quality communication products and tools to disseminate our research and help build, engage, and grow relationships with our target audience. In the long run, the individual will help shape Trayas' brand identity, messaging, and impact in the public policy space.

For us, an ideal team member can shapeshift into various roles to achieve project objectives. She can balance opposites—can run solo or in a team, do small tasks or deep uninterrupted work. Our culture prizes openness to ideas, antifragility, honesty, drive for self-improvement, adaptiveness, and collaborative working. This is of course the dream; each of our team members is different in temperament and skills. What they do share is curiosity about the world, a passion for what they choose to do, and ability to relay with others.

## **Role Requirements**

- A passion for communications for impact
- Medium to high proficiency in the following visual communications/design tools:
  - Design - Photoshop, Adobe, Canva/Stencil, InDesign, Illustrator, Premier Pro
  - Website - Wordpress, HTML, SEO, SEM, Google Analytics
- Able to develop info-graphics, short videos and other visual communications
- Experience working with MailChimp, Substat is desirable
- Understanding of social media marketing and analytics across platforms (Facebook, LinkedIn, Twitter, Instagram)

- 1-2 years of relevant work experience is desirable; Open to working with freshers if skills, attributes, and motivation align
- A degree in communications/design/journalism is desirable

### **What you will do everyday**

- **Website maintenance, management and analytics:**
  - Ensure Trayas website is updated and error-free;
  - Implement security and protection features and SEO and SEM strategies;
  - Lead and liaison with service providers for creation of design logframes, new pages and/or microsites.
- **Social media management, growth and analytics:**
  - Design mock-ups, social media content/visuals in collaboration with the research team and lead promotions across chosen platforms;
  - Conduct analytics of planned communications strategy, activities and platforms and execute strategies to grow our follower-base and engagements.
- **Production of organisational collateral:**
  - Be responsible for high quality and engaging communication collaterals to promote Trayas's work across all platforms;
  - Provide layout and design support for products, including for policy briefs, infographics, factsheets, illustrations, proposals, reports, and social media posts; and
  - Support development and roll out of organisational newsletters.
- **Others:**
  - Assist in managing CRM efforts focused on audience retention and growth
  - Identify, liaison and build a network of high quality, cost-effective and efficient service providers (creative agencies, editors, videographers etc.)
  - Maintain and improve communications tools and processes including analytics, content trackers, databases, files and systems.
  - Be on top of the current trends in the sector and bring new ideas to explore
  - Support Co-Founders as and when required across a wide spectrum of functions.

### **How to apply**

#### **Job Title**

Digital Communications Associate, Trayas

#### **Location**

We are headquartered in Delhi.

#### **Compensation**

Compensation will be commensurate with experience and skills.

## **Application**

Candidates who are qualified should apply using the [web application form](#).

The application form asks the following in addition to basic professional and biographical details:

- a 500-word cover note explaining why this role and why Trayas
- a 100-word bio about yourself
- Uploading a CV (no-longer than 2 pages in PDF)
- Work portfolio (2-3 design samples and/or 2-3 websites developed)
- Names and contact for 2 references
- Current CTC
- Expected CTC

Applications will be reviewed on a first come first serve basis. We intend to close the position at the earliest.

## **Interview process**

Typically candidates will go through one assignment and 2-3 rounds of conversations with different team members or advisors. Some of these conversations will be 1:1 conversations, and some with a group. We want to get to know you, and for you to get to know us. Through the conversations we hope to gauge knowledge and skill levels, approach to work, and aspirations.

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