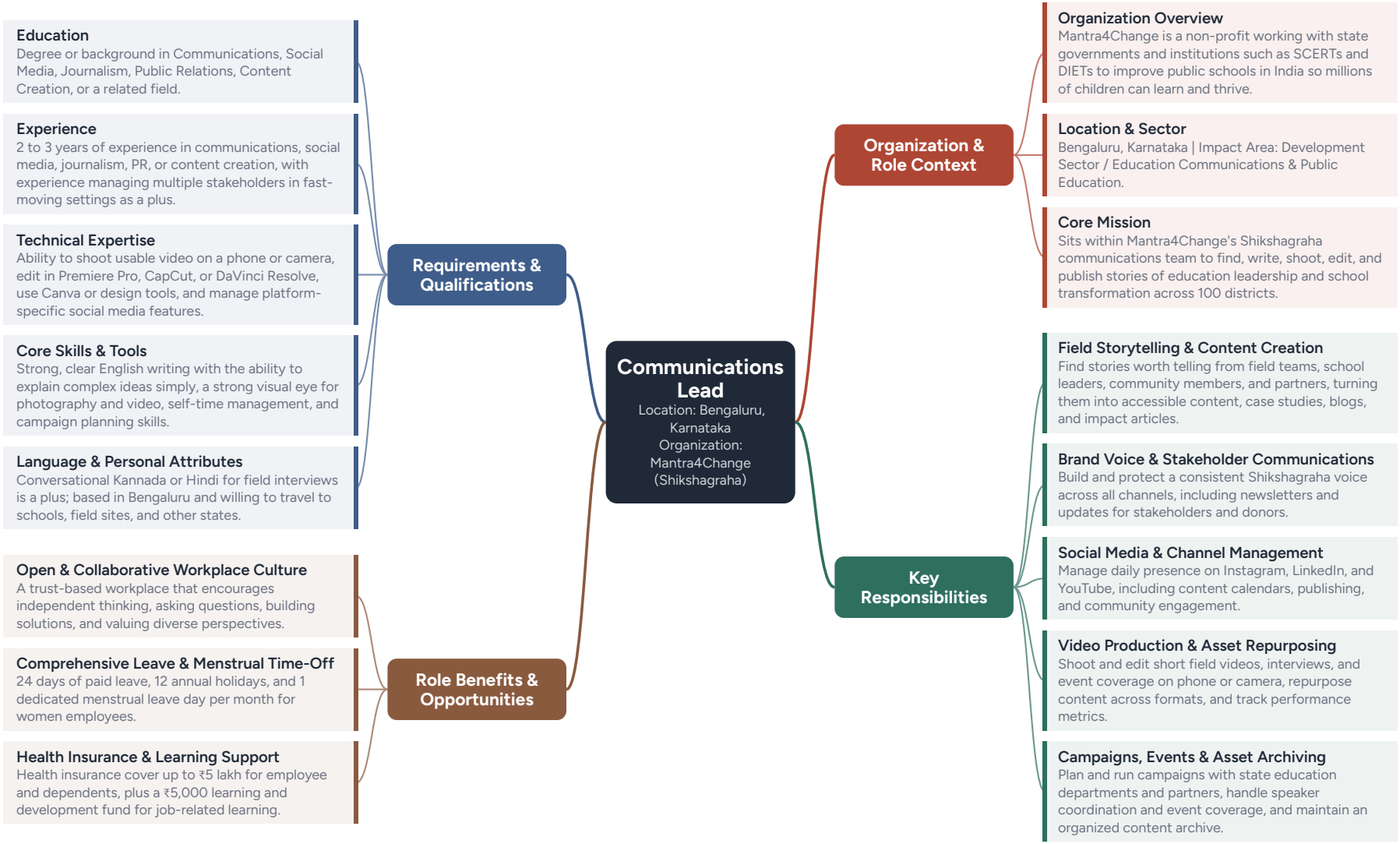
Mantra4Change

Communications Lead in Bengaluru | Mantra4Change | ₹6-8 LPA

Bengaluru, Karnataka · full-time · mid level · ₹50,000 - ₹66,667 /month

Application Assist →

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Skills this role needs

Storytelling and content writing	Social media management	Video shooting and editing	Campaign planning	Canva design

Job description

Mantra4Change

Mantra4Change is a non-profit that works with state governments to make public schools in India better, so that millions of children can learn well and thrive. It partners with state education departments and with institutions such as SCERTs (State Councils of Educational Research and Training) and DIETs (District Institutes of Education and Training) to build strong school leaders, collaborative school cultures and active community involvement. Its work is based on the belief that lasting change happens when governments lead their own improvement. By pairing on-ground work with steady learning, Mantra4Change helps education systems find what works and grow it responsibly. This role sits within Mantra4Change's Shikshagraha communications team, which supports a movement bringing district education departments, school leaders and local NGOs together across 100 districts to improve the quality of education.

Role

Some of the most important work in Indian public education happens quietly. A headmistress turns around attendance, or a group of mothers starts asking their district the right questions, and most of these stories never travel beyond the school or village where they began. As Communications Lead, you will find these stories, understand why they matter, and tell them in ways that show why strong education leadership creates lasting change. You will shape the message and plan campaigns, but this is not a desk job. You will write, shoot, edit and publish your own work, often from schools and field sites.

Responsibilities

- Find stories worth telling from field teams, school leaders, community members, partner organisations and events, and turn them into content anyone can understand.
- Build and protect a consistent Shikshagraha voice across all channels, including newsletters and updates for stakeholders and donors.
- Manage Shikshagraha's daily presence on Instagram, LinkedIn and YouTube, including the content calendar, publishing and replying to the community.
- Shoot and edit short videos such as interviews, field stories and event coverage, reuse each shoot across formats, and track how content performs to plan what comes next.
- Write case studies, impact stories, blogs and articles for digital and print channels, and keep programme updates on the website current.
- Plan and run campaigns with programme teams, state education departments and partner organisations, and prepare talking points, decks and materials for partners.
- Find speaking opportunities for the movement, and support content, branding, speaker coordination and on-ground coverage for Shikshagraha events and conclaves.
- Keep an organised archive of all content, photos, videos and press coverage.

Requirements

- 2-3 years of experience in communications, social media, journalism, PR (public relations) or content creation.
- Strong, clear English writing, with the ability to explain a complicated idea in two simple sentences.
- Working knowledge of Instagram, LinkedIn and YouTube, and how each platform differs.
- Ability to shoot usable video on a phone or camera and edit it yourself in Premiere Pro, CapCut, DaVinci Resolve or similar, plus skill in Canva or a similar design tool.
- A good eye for photography and video, knowing what a good shot looks like and how to use it.
- Experience working with many stakeholders, including companies and partner organisations, and the ability to manage your own time in a fast-moving setting, are a plus.
- Conversational Kannada or Hindi for field interviews is a plus.

- Based in Bengaluru and willing to travel to schools and field sites in and around the city, and occasionally to other states.

Benefits

- A trust-based workplace that encourages independent thinking, asking questions and building solutions.
- An open, collaborative culture where teams are easy to reach and different views are valued.
- 24 days of paid leave and 12 holidays each year.
- Health insurance cover of up to ₹5 lakh for you and your dependents.
- One menstrual leave day each month for women employees.
- A ₹5,000 learning and development fund for job-related learning.

Apply

Check your fit for the role and receive the apply link in your mailbox

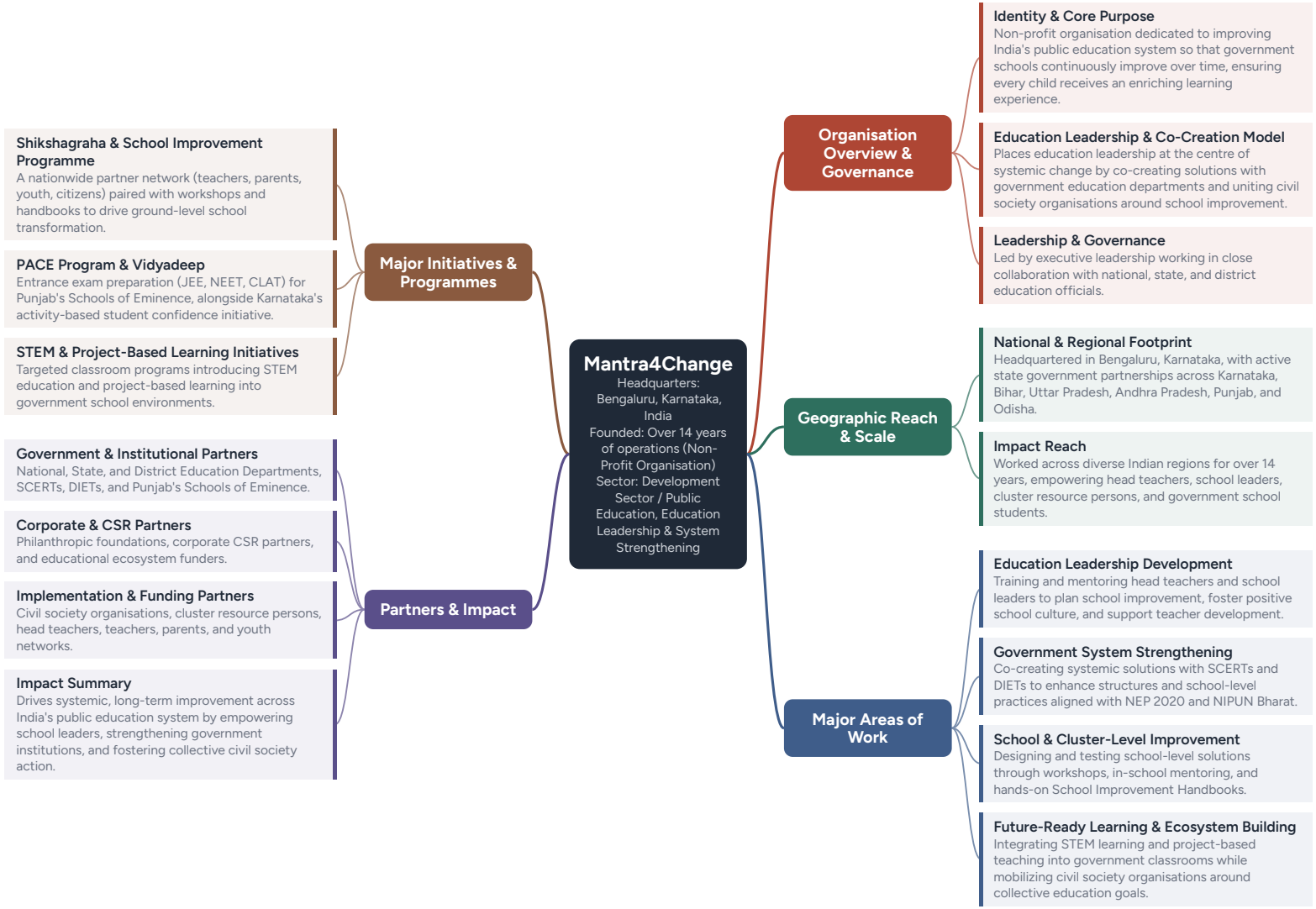
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About the organisation

Mantra4Change

Education

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About Mantra4Change

Mantra4Change works to improve India's public education system so that government schools keep getting better over time. Its vision is that every child receives an enriching learning experience. The organisation puts education leadership at the centre of its approach.

Youtube Videos

It holds that strong head teachers, school leaders and system officials create the conditions for better teaching and learning. It partners with education departments at the national, state and district levels to co-create solutions. It also brings civil society organisations together around school improvement, and it says it has worked across diverse regions of India for over 14 years.

> *Headquarters: Bengaluru, Karnataka, India*

Major Areas of Work

- Education leadership: Training and mentoring head teachers and school leaders to plan and drive school improvement, build a positive school culture and support teacher development.
- Government system strengthening: Co-creating solutions with bodies such as the State Councils of Educational Research and Training (SCERTs) and District Institutes of Education and Training (DIETs) to improve system structures, processes and school-level practices, aligned with NEP 2020 and national missions such as NIPUN Bharat.
- School improvement: Designing and testing school-level and cluster-level solutions through workshops, in-school mentoring and handbooks that schools can use to plan and carry out improvement projects.
- Future-ready learning: Working across classroom, school and community environments so that teachers, school leaders and parents help children build skills such as thinking, adapting and collaborating.
- Ecosystem building and policy: Supporting civil society organisations through programmes, shared resources and collective action, and publishing material on India's and global education policy and the systems that deliver education in India.

Major Initiatives and Programmes

- Shikshagraha: A network of partners, including teachers, parents, youth and citizens, that work together to improve public education in India.
- School Improvement programme: Workshops, learning circles and a School Improvement Handbook that help head teachers plan and carry out improvement projects in their schools.
- PACE Program: Run with Punjab's Schools of Eminence, it prepares government school students for the JEE, NEET and CLAT entrance exams, alongside winter camps, summer camps and exposure visits.
- Vidyadeep: A Karnataka programme run with cluster resource persons, built around activities that help students gain confidence and take an active part in their learning.
- STEM Education: STEM learning programmes delivered in government schools.
- Project-Based Learning: A programme that brings project-based teaching and learning into government school classrooms.

Mantra4Change currently works in Karnataka, Bihar, Uttar Pradesh, Andhra Pradesh, Punjab and Odisha. The states it works in depend on its partnerships with state and local governments.

Mantra4Change suits people who want to work inside the public education system rather than alongside it. Staff work closely with state and district education officials, head teachers and teachers. The work spans programme design, capacity building, school mentoring and policy research, which gives broad exposure to how government education works in India at the district, state and national levels. It is a good fit for people with a background in education, public policy or development who care about systemic, long-term change. The organisation hires for full-time roles, internships and volunteer positions throughout the year.

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