BE A PART OF THE
CHANGE

Inclusive
Minds

About Us

Inclusive Minds, under the aegis of the Indian National Congress, aims to facilitate constructive dialogue among young mission-driven professionals who want to revolutionise the fields of electioneering, policy-making and governance advisory.

We collaborate with like-minded individuals who wish to find common ground on the most important issues and want to be elevated to positions where they can effect real change.

Through Inclusive Minds, team members will gain first-hand knowledge in designing and implementing data-driven 360-degree election campaigns that engineer public policy and bring about social change.

Like you, we are discouraged by politics that only divide people and roadblocks that reduce opportunities for all. If you're an early- to mid-career professional looking for a high impact challenge and interested in joining a team of like-minded and motivated individuals who think strategically, act decisively, and get things done, we have a place for you. Come on board, put your strengths to work, and contribute to achieving meaningful social impact.

We have openings for the following roles

- Political Strategist
- Campaign Operations Specialist
- Research & Policy Specialist
- Data Analyst
- Senior Data Analyst
- Data Engineer
- Media & Communications

Political Strategist

We are hiring passionate and impact-driven individuals interested in influencing the socio-economic landscape across the country and seeking to effect change through active participation in the political ecosystem of the nation. The Political Strategy vertical is set up to identify the sentiment of the masses and analyse the trends to conceptualise successful strategies and campaigns. The team works to explain the complex dynamics of the electoral demography and construct an analytical picture to aid the achievement of the larger objectives of the Party.

Responsibilities

- Closely follow key political and socio-economic developments to devise electoral and campaign strategies
- Liaise with various stakeholders to build diverse information networks, execute campaigns, and formulate strategies to meet the larger goals of the party
- Coordinate with the central team for two-way flow of information and assist in ideation of strategies and campaigns

Desired Qualifications & Experience

- Bachelor's/Master's degree from a Tier 1 institution
- Prior experience in consulting or a related field is an added advantage
- Basic understanding of the social fabric and political landscape
- Working proficiency in the use of MS Office Suite and G Suite
- Attention to detail and exceptional written and verbal communication skills
- Proficiency in Telugu and Kannada would be preferred

Campaign Operations

Inclusive Minds seeks solution-oriented individuals to conceptualise and implement innovative campaigns. Candidates will be involved in end-to-end execution of campaign strategies, coordination and engagement with various stakeholders. The campaign team aims to set narratives that would further the messaging and facilitate the larger goals of the party.

Responsibilities

- **Understand sentiment** - Undertake primary and secondary research to understand voter cohorts, their issues and aspirations.
- **Campaign Ideation and Design** - Formulate ideas and strategies for target cohorts to effectively disseminate the central message. Draft clear and concise campaign plans and SOPs.
- **Campaign Execution** - Possess the ability to project-manage campaign initiatives end-to-end. Liaise with external agencies/stakeholders to effectively implement the campaign.
- **Campaign Monitoring** - Design effective monitoring mechanisms and provide insights to the internal and external stakeholders into the progress and effectiveness of the campaigns through continuous reporting and analysis.

Desired Qualifications & Experience

- Graduate/Postgraduate in Mass Communication/PR/English from Tier 1 academic institution
- Political consulting or similar experience is an added advantage
- Marketing, business development or similar experience is an added advantage
- Possess high-quality problem-solving and analytical skills and the ability to propose practical solutions for issues
- Have a strong bias for action and ability to deal with ambiguity
- Working proficiency in the use of MS Office Suite and G Suite with demonstrated ability in PowerPoint presentations
- Attention to detail and exceptional written and verbal communication skills
- Proficiency in Telugu and Kannada would be preferred
- Context and understanding of local culture, geography, and political landscape would be a plus

Research & Policy

We are seeking motivated and efficient individuals, skilled in the various research methodologies and adept at effective communication, to join our Research & Policy team. The Research & Policy vertical aims to deconstruct complex socio-economic, legislative, demographic and allied topics to streamline information flow and aid in building towards better policy-making and implementation.

Responsibilities

- **Synthesise key insights** from the team to generate policy analysis and recommendations and convert them into deliverables
- **Analyse and understand** emerging socio-economic and political trends and evaluate the effects of associated policies and laws
- **Build research capability** to effectively analyse and report on quantitative and qualitative data
- **Database Management** to build, maintain, warehouse and protect a thorough repository of information and data sets

Desired Qualifications & Experience

- Bachelor's/Master's degree in Public Policy, Politics or Economics from a Tier 1 institution
- Prior experience working in policy research or allied sectors would be preferred
- Subject matter expertise in agriculture, economics, social justice, industry, infrastructure, trade or governance
- Strong analytical skills and knowledge of economics to be able to parse data and unpack microeconomic as well as macroeconomic concepts
- Excellent written and verbal communication, presentation and negotiation skills Professional working proficiency in the use of MS Office Suite and G Suite
- Critical thinker, problem solver and solution oriented approach
- Proficiency in Telugu and Kannada would be preferred

Data Analyst

Inclusive Minds is seeking highly-motivated and dependable Data Analysts who will study demographic and polling data, work on past electoral data sets and surveys, and conduct behavioural and sentiment analysis to derive insights. The Data Analytics team will be vital in improving the organisation's overall efforts through data-backed insights.

Responsibilities

- **Aggregate Data -** Formulate methods to aggregate data from various available sources; ensure quality checks and data sanity
- **Design reports -** Build reports analysing metrics which are then cascaded to internal and external stakeholders, e.g. social media performance
- **Build Models -** Use internal/external surveys and proxy metrics to build effective models for forecasting electoral performance
- **Electoral Analysis -** Analyse past electoral data to come up with inferences which could help improve client electoral performance; develop methodology and predictive data models for assessing political outcomes

Desired Qualifications & Experience

- Bachelor's degree (Master's preferred) in Data Science, Computer Science, Statistics, Applied Math, or any other related field
- Work experience of 1-3 years; experience in political consulting is an added bonus
- Strong work ethic, attention to detail
- Knowledge of statistics and experience using statistical packages for analysing datasets
- Proficient in Excel and intermediate in any programming language

Sr. Data Analyst

Inclusive Minds is seeking highly-motivated and dependable Senior Data Analysts who will study demographic and polling data, work on past electoral data sets and surveys, and conduct behavioural and sentiment analysis to derive insights. The Data Analytics team will be vital in improving the organisation's overall efforts through data-backed insights.

Responsibilities

- **Aggregate Data** - Formulate methods to aggregate data from various available sources; ensure quality checks and data sanity
- **Design reports** - Build reports analysing metrics which are then cascaded to internal and external stakeholders, e.g. social media performance
- **Build Models** - Use internal/external surveys and proxy metrics to build effective models for forecasting electoral performance
- **Social Media Information Retrieval** - Analyse social media texts, which includes transforming natural language data into useful features using NLP techniques to feed classification algorithms, extract features from unsupervised methods, and point out key trends from unstructured and structured data sets
- **Mentorship:** Mentor a team of analysts and guide them in the day-to-day functions of the team; define critical project KPIs to measure performance and align the team on internal expectations

Desired Qualifications & Experience

- Master's degree in Data Science, Computer Science, Statistics, Applied Math, or any other related field
- Work experience of 3+ years; experience in political consulting is an added bonus
- Strong work ethic, attention to detail
- Knowledge of statistics and experience using statistical packages for analysing datasets
- Proficient in Excel and intermediate in any programming language

Data Engineer - L2

What is the nature of the work?

- Work closely with the in-house tech team and write clean and well-documented code.
- Ideate, design, and implement solutions using best practices.
- Test and debug programs and pipeline.
- Work in a collaborative environment.
- Improve functionality of existing data pipelines and internal systems.

Key Skills

- Experience in at least one popular scripting programming language, preferably Python
- Hands-on experience with SQL and NoSQL
- Understanding and experience with Git
- Familiarity with testing and debugging tools and techniques
- Working knowledge of Microsoft Excel and Google Sheets
- Good problem-solving skills
- Comfortable working in a fast-growing startup environment
- Strong communication and presentation skills
- Self-motivated and result-oriented

Good to Have

- Familiarity with Flask or Django
- Experience with shell scripting
- Passion for developing new algorithms
- Exposure to data visualisation techniques and tools
  i.e. business Intelligence tools
- Familiarity with cloud providers like GCP/AWS is a plus

Media & Communications

We are looking for experienced and creative Social Media Managers, Digital Marketing Specialists, Creative Leads and Content Strategists to work with our Media & Communications team. The team is responsible for the design and execution of the social media strategy, content coordination, digital marketing, and managing the online aspect of the overall branding activities for the party.

Responsibilities

- **Content development:** Work with our team of graphic designers, content writers, and video editors to develop and disseminate engaging and appealing content across various offline and online social and mainstream media channels.
- **Create and deliver content calendar across platforms:** Boost party's image across platforms. Prepare daily, weekly, and monthly plans for streamlining the work processes. Refine daily content as per the party's position and narrative. Conceptualise modules and lead end-to-end execution.
- **Planning and standardisation:** Set up processes and schedule tasks and duties for the day-to-day operations of the larger team. Guide the teams in preparing and implementing daily, weekly and monthly content plans and strategies for streamlining the work processes.
- **Assessment and optimization:** Define critical project KPIs to measure the efficacy of every campaign/social media property and align the team on internal expectations. Course-correct where necessary and recommend improvements to increase performance across the spectrum of operations.
- **Nurture professional relationships:** Constantly communicate and collaborate with allied professionals and influencers to create a strong network. Nurture relationships within the ecosystem and stay up-to-date with the latest best practices and technologies.

Desired Qualifications & Experience

- Graduate/Postgraduate in Mass Communication or related field from a Tier 1 academic institution
- Brand Management, Advertising, Content Production or similar experience would be preferred
- Working proficiency in the use of MS Office Suite and G Suite
- Attention to detail and exceptional written and verbal communication skills
- Proficiency in Telugu/Kannada would be preferred
- Political acumen and understanding of local culture, geography, and political landscape is a bonus

Inclusive Minds

For more information write to us at

careers@inclusiveminds.in

Positions open in both Hyderabad and Bengaluru offices. All roles are
contractual in nature and could involve travelling and long hours.
Compensation will be commensurate with experience.