**Schedule A**

**Title:** Communications Associate (Content and Social Media)

**Location:** Hyderabad/Delhi/Remote

**Scope of Work**

The Communications, Relations, and Events Department of AHI is responsible for the entire gamut of strategic internal and external communications and relationship building of the organization, its subsidiary Quality Health Access Private Limited, and Affordable Quality Health.

The Communications Associate (Content and Social Media) is expected to work with this team and contribute to its various communications, outreach, relationship building and networking activities for the organization.

The Communications Associate (Content and Social Media) shall be required to write and create different forms of content for the organization’s communications needs with a focus on social media. This will include writing blog posts, social media posts, content for the website, and traditional media.

**The** Communications Associate (Content and Social Media) **must excel at content creation. This includes but is not limited to daily social media posts, writing online blogs about the organization’s work, creating video content, and keeping an eye out for opportunities to promote our work and its visibility on social media.**

**Key Job Responsibilities:**

1. **Research and plan out effective and engaging social media content on organization relevant themes and areas of work.**
2. **Create well-organized drafts by using digital publishing means**
3. **Optimize content according to SEO standards and principles**
4. **Review and audit the content to ensure alignment with the brand guidelines**
5. **Proofread the material to be published and ensure consistency with organizational style guide on writing**
6. **Coordinate with the Communications Manager for quality control and review**
7. **Frequently create content for keeping the website up-to-date**
8. **Upload the latest content on social media platforms**
9. **Ensure good website traffic and social media engagement.**
10. **Stay up to date with latest trends and practices in social media**
11. Coordinate with the Graphics Designer to ensure that the brand guidelines are adhered to at all times.

**Reporting To:** Director/Manager of Communications, Relationships, and Partnerships

**Grade Level:** E2

**Compensation**

An annual compensation of INR 550,000 subject to deduction of TDS as per Income Tax Act Rates will be paid to the consultant. All Project related expenses would be reimbursed, as agreed upfront. Any revision to the compensation above will be after due mutual discussion and written intimation.

**Term**

This engagement shall commence upon execution of this Agreement. The Agreement shall continue in full force and is effect from **December 12, 2022** to **December 11, 2024** and is extendable based on the review of Consultant’s performance by the Company and mutual concurrence on revised terms of engagement.