



# JOB TITLE : COMMUNICATIONS LEAD

**Location:** Delhi

**Employment Type:** Full-time

**Reports To:** Co-Director and Operations Lead

**Contact Details +91-98939593939**

## About Us:

Aatma Prakash ([www.aatmaprakash.com](http://www.aatmaprakash.com)) and Mind Piper (<https://mindpiper.org/>) are two dynamic brands that share a deep commitment to improving mental health and well-being. The Aatma Prakash Foundation focuses on building awareness, offering mental health support, and promoting emotional wellbeing within the school ecosystem. Mind Piper, on the other hand, specializes in innovative mental health interventions for corporate, colleges and for individual counselling seeking one on one therapy services. Together, these entities are shaping a healthier, more resilient society. As part of our growth, we are looking for a passionate and creative marketing professional who can amplify our mission, reach new audiences, and drive meaningful engagement in the mental health space. Join us in making a positive impact on the lives of individuals and communities.

In the past we have directly worked with over a one lakh individuals in need of emotional support. Our current and past partnerships include- Government of M.P., Delhi, Karnataka, Save the Children, Teach for India, CRY foundation, Pravah, Unltd India and many more.

## Position Overview:

We are looking for *you to be yourself*. If you are passionate about mental health and are interested in starting your own initiative a few years from now, this role is for you. We are looking for an individual passionate about networking, outreaching multiple stakeholders and building relations with counsellors across the country. We invite a hardworking team-mate who will love to bring alive our vision and amplify our impact by ensuring smooth operations in our ecosystem.

## Key Responsibilities:

- **Outreach and Communications:**
  - Develop and execute outreach strategies to build awareness and engagement.
  - Design and post content for social media, websites, and other channels.
  - Plan and manage campaigns, events, and outreach initiatives.
  - Monitor and report on marketing performance and adjust strategies as needed.

**E-190, Right Basement, Lajpat Nagar-1.**

**411 Gagan Vihar, Delhi 110051**



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- **Stakeholder Engagement:**

- Collaborate with community partners, schools, and other organizations.
- Organize events, workshops, and webinars to engagement for key stakeholders.

- **Brand and Reputation Management:**

- Ensure consistent branding and messaging across all communication platforms.
- Manage the NGO's public image and maintain positive stakeholder relations.

## Qualifications:

- Bachelor's degree in Marketing, Management, Psychology, Social Work, Human Resources, or a related field.
- 1+ years of experience in outreach or communications preferably within the non-profit sector.
- Strong communication skills with a talent for creating impactful resources.
- Experience in digital media outreach and management.
- A deep understanding of adolescent mental health issues/ problems or challenges.
- Strong organisational skills, attention to detail, and the ability to handle multiple tasks.
- A passion for mental health advocacy and supporting team growth.

## Financial Perks

- CTC is 4 lakh-6 lakh INR per annum. This includes all fixed and variable components such as salary bonuses and benefits.

## Why Join Us?

- Join our dedicated team to make a difference towards psychological well-being of those in need
- Influence the brand identity, outreach and team management skills at a growing start-up.
- Thrive in a dynamic environment that values creativity and positive impact.

## How to Apply:

Submit your resume, cover letter, and relevant work samples at [hello@aatmaprakash.com](mailto:hello@aatmaprakash.com) with the subject line "Communications Lead- AP Family" or You may also express interest to us at 9893953939.