

## **Job Description**

### **Position Details**

<b>Job Title</b>	Social Media & Content Creator, Anantapur Sports Academy
<b>Location</b>	Anantapur, Andhra Pradesh, India ( <i>Travel within district as required</i> )
<b>Parent Organization</b>	Rural Development Trust
<b>Stipend</b>	Depending on experience and qualifications (Competitive)
<b>Contract Duration</b>	1 year (Extendable)

### **Job Purpose**

Responsible for producing creative written and visual content to document Anantapur Sports Academy's (ASA) various programs running at different levels of operation. The successful candidate must ensure that ASA's communication and documentation goals, as outlined by the management, are pursued actively. Moreover, she/he will be responsible for the management of ASA's social media platforms, to ensure sharing of regular content and growth in user engagement.

### **Key Responsibilities**

Produce written and digital content for Anantapur Sports Academy (ASA), including but not limited to:

- Develop content for a range of digital and print communications, including ASA's website, social media and online platforms, brochures, and e-Newsletters.
- Liaise with local, state and national media and draft press releases on events, results and campaigns pertaining to the ASA and the parent organization.
- Plan, design and develop case studies of ASA's athletes, coaches, trainers, PE teachers, volunteers, programs, centres, etc. (Written/Video/Photo Stories)
- Capture photos and videos to depict the work of ASA.
- Plan and achieve the communication and documentation goals as set out in the ASA's digital communication plan.
- Provide monthly reports on communication activity and engagement.

### **Social Media management**

- Plan and develop appropriate content for Anantapur Sports Academy's social media presence and promotion, including for Facebook, Twitter, and YouTube.
- Ensure regular and frequent content on the digital spaces, providing followers with appropriate updates on ASA.

- Manage and increase followers on social media, as well as steadily grow their engagement with ASA and its parent organization.

### Personal Specification

Job Requirements	Assessment Criteria	
	Essential	Desirable
<b>Qualifications &amp; Training</b>		
Professional Graduate Degree in Mass Communication/ Media/ Journalism or equivalent	✓	
<b>Experience</b>		
0-2 years experience of social media & content creation	✓	Work experience with a sports organisation and/or NGO
<b>Knowledge &amp; Skills</b>		
Strong Planning & Organisational skills	✓	
Excellent Verbal & Written English Communication skills	✓	
Highly Creative	✓	
Development & Sports Industry		✓
<b>General Attributes</b>		
Excellent team working skills; Comfortable working in a multi-cultural team	✓	
Open to new cultures and experiences	✓	
Comfortable with working in a rural setting and with a developmental organization pursuing social goals	✓	

### How to Apply

Submit a copy of your resume alongside a covering letter which clearly outlines how your skills and experiences match the requirements set out above to [sportssector@rdt.co.in](mailto:sportssector@rdt.co.in)

**About Anantapur Sports Academy**



[www.anantapursportsacademy.in](http://www.anantapursportsacademy.in)



Anantapur Sports Academy (ASA) was started in 2000 by Rural Development Trust (RDT), a non-governmental organization (NGO), based out of Anantapur, Andhra Pradesh. RDT believes that youth participation in sports is very much necessary for the growth, self-esteem and confidence of rural children and through ASA, it has been undertaking suitable initiatives to promote and establish a sporting culture among the rural youth and support the ambitious talent to succeed at higher levels.

During 2015/16, through ASA program, nearly 10,000 children participated in eight sports namely Cricket, Hockey, Football, Judo, Tennis, Softball, Archery and Special Olympics spread across the district of Anantapur.

Learn more on [www.anantapursportsacademy.in](http://www.anantapursportsacademy.in)

### **About Rural Development Trust (RDT)**

RDT is an NGO founded by Vincent Ferrer and Anne Ferrer in 1969 in Ananthapuram, Andhra Pradesh. RDT has been undertaking various need-based welfare and integrated programs of development to improve quality of life of rural poor, especially marginalized and underprivileged sections in Telugu speaking states of Andhra Pradesh and Telangana.

The organization's interventions include major sectors such as education, women empowerment, community health including HIV/AIDS, hospitals, community based rehabilitation, ecology, cultural and sports covering 3,244 villages in 6 districts of both states. Learn more on [www.vicenteferrer.org](http://www.vicenteferrer.org)