

& Job Description:	Analyst - Technology and Communications	Responsible to:	Lead- Technology & Communications	
No. of direct reports:	--	Location	New Delhi	
Duration	2 years	Job Function	Communications	
Purpose:	Development of communication content and digital-led projects towards achieving PFI's goals and mandate			
RESPONSIBILITIES		COMPETENCIES	REQUIRED SKILLS & QUALIFICATIONS	
<ul style="list-style-type: none">• Manage creative development for communication projects with a focus on young people and digital media• Ideate and execute campaigns for various programs, including content creation as required• Provide support to program and state teams for communication products and organizational communication, such as annual reports and board books• Support the management of the chatbot project and any future development or enhancements• Support management of PFI's websites, newsletter and social media platforms, including developing and updating content.• Tracking and reporting campaign performance• Assist in social media engagement for various projects, events, and meetings by updating and posting on social media channels regularly, following an approved schedule• Travelling to PFI's state offices and other programme locations as and when required for outreach workshops, video documentation etc• Provide communications support for key meetings hosted and organized by PFI• Any other tasks assigned by the supervisor		KEY PERFORMANCE INDICATORS <ul style="list-style-type: none">• Communication support provided to other programmes and state teams• Maintenance and support on the chatbot project• Content developed for website, social media and newsletters• Website is updated and maintained regularly• Documentation reports of projects including online promotional campaigns• Organizational compliance	<ul style="list-style-type: none">• Should be a team player and be able to work closely within the team as well as with cross functional teams• Understand PFI's communication needs and be able to identify and respond to urgent tasks• Should continuously work towards improving professional competence by acquiring new skills• Experience working in the gender and SRH sector• Excellent verbal communication skills• Good proofreading / content editing skills• Experience and interest in Social and Behavior Change Communication• Great aesthetic sense, and a panache for coming up with catchy content (eg. Jingles, poster headings etc)• Able to communicate cordially and effectively with vendors• Able to independently manage projects and tasks• Experience with online marketing and analytics	<ul style="list-style-type: none">• 3-5 years of work experience in creative communications: digital and print Strong content skills in English and Hindi• Experience in using Canva, Filmora and other design and editing tools.• Familiarity with AI platforms (development and management)• Experience in implementing digital promotion campaigns• Experience in managing websites, social media handles, newsletters and mailing lists• Interest and familiarity with different digital tools (eg. Facebook ads, Wordpress, Office 365, adobe illustrator, photoshop etc)
		HOW TO APPLY <p>Please send your updated CV with a covering letter describing your suitability for the position to hrpfi@populationfoundation.in latest by June 30, 2025.</p> <p>Please include following in the covering letter:</p> <p>Current Annual CTC: Expected Annual CTC: Notice/ Availability to join:</p> <p>Please mention the position “Analyst – Technology and Communications” in the subject line of your e-mail. Only shortlisted candidates will be contacted</p>		



ABOUT PFI

The Population Foundation of India (PFI) is a national non-government organization at the forefront of policy advocacy and research on population, health and development issues in the country. PFI leads advocacy efforts and works as a think-tank dedicated to promoting and advocating effective formulation and implementation of gender sensitive population, health and development policies, strategies, and programs in the country. Policy advocacy, social and behavior change communication, community action and knowledge management are some of the key strategies that PFI works on to achieve the organization's goals.

Over the years, PFI has played a catalytic role to address issues relating to gender equality, women empowerment and other social determinants. PFI is committed to serving the economically weak and marginalized sections of society in the high priority districts (HPDs) with poor socio-health-demographic indicators.

OUR STRATEGY

Reproductive health and family planning can positively influence and advance the newly laid out Sustainable Development Goals by addressing multiple targets and ushering in an era of development. Access to voluntary family planning has the potential to save lives and help break the cycle of poverty, stabilize population growth and ease the pressure on the environment. It is the most cost-effective development investment.

We believe that health, education and wellbeing of the population is crucial for sustaining just, equitable economic growth and development. For that to happen, change has to happen at three levels – individual, social and systemic or policy levels, ensuring that the country offers a conducive and enabling policy environment for girls and women to claim their rights, agencies of youth to be involved in demanding and supporting efficient and accountable governance and informed policy makers to inspire a vibrant future. PFI will act as a catalyst, a facilitator to offer compelling evidence based scholarship, thought leadership and convention inform, inspire and initiate actions that will contribute to and strengthen our national plans and priorities. We will realize our mission by building leadership and public accountability, influencing social norms, reframing public discourse and collaborating with national and global initiatives in population studies and family planning. We believe that our mission will significantly contribute to India's commitment to achieving Sustainable Development Goals and FP2020 targets.

OUR VALUES

MUTUAL RESPECT	EQUITY AND JUSTICE
INTEGRITY	WOMEN'S RIGHTS
COURAGE OF CONVICTION	INDEPENDENCE
CORE VALUES	HUMILITY

OUR MISSION

To advance gender-sensitive, rights-based population and family planning policies and actions for a just, equitable and prosperous society.

STRATEGIC OBJECTIVE 1

To advance family planning and reproductive health as drivers of individual rights

- Girls and women are able to take informed choices for exercising their bodily rights without fear or inhibition
- Young people and women are able to access to high quality and affordable family planning services and reproductive health care

STRATEGIC OBJECTIVE 2

To position family planning and population measures as critical drivers of sustainable growth and development in India

- Family Planning and women's rights are national priorities that help realize higher growth and sustainable development.
- Strong rights-based policies, adequate budgets and efficient public institutions help build and sustain quality of life and wellbeing.

STRATEGIC OBJECTIVE 3

To ensure family planning and reproductive health becomes drivers of youth leadership for social transformation at scale

- Gender sensitive family planning and reproductive health rights and services form the fulcrum of all social development plans and actions
- Young people, particularly among women, are leading grassroots transformation towards a just and equitable social system

OUR APPROACH

ADVOCACY:

Global thought leadership, high quality evidence-based narratives to inform and inspire law makers for comprehensive family planning and reproductive health policies; shaping family planning discourses within sustainable

BEHAVIOR CHANGE:

Utilize power of technology and new-age media platforms targeted intervention on reproductive health education and gender sensitive behavior, attitudes and practices of the society, particularly young people

ACCOUNTABILITY:

Promote agency of youth, particularly girls and women, within community led participatory governance initiatives to enhance efficiency and accountability of public systems and delivery services