



Rythmus Foundation

Job Description

Position Title:	Maharashtra field advertising officers
Key Responsibility:	- Develop and execute localized field advertising strategies across assigned districts in Maharashtra to promote the NGO's mission and initiatives. - Build strong relationships with key local stakeholders, including village panchayats, community leaders, schools, and local businesses. - Organize and manage community awareness campaigns, workshops, and street plays (nukkad natak) on relevant social issues. - Distribute educational and promotional materials (e.g., pamphlets, posters) in Marathi and other local languages to ensure clear communication. - Conduct door-to-door outreach and group meetings in both urban and rural settings to engage directly with the community. - Identify and utilize local media channels, such as regional newspapers and radio stations, to amplify campaign reach. - Collect field data, community feedback, and success stories to monitor impact and guide future strategies. - Report on field activities, challenges, and outcomes to the regional coordinator in a timely manner.
Essential Skills	- Excellent verbal communication and public speaking skills in Marathi; knowledge of Hindi and English is essential. - Deep understanding of Maharashtra's diverse social, cultural, and political landscape across different districts. - Proven experience in community mobilization and grassroots marketing, preferably within the state. - Strong interpersonal skills to build trust and rapport with diverse communities, from tribal areas to urban centers. - Ability to travel extensively within the assigned region and work independently with minimal supervision. - Resourcefulness and problem-solving skills to navigate logistical challenges unique to the field.
Location	Remote
Qualification	Any Graduate / B.Com / M.Com, Any Other relevant degree
Exp. Required	03 to 05 Years relevant experience.
Nature of Job	Full-Time / Part-Time / Contractual On-site / Hybrid / Remote