



Rythmus Foundation

Job Description

Position Title:	Gujarat field advertising officers
Key Responsibility:	- Develop and implement localized field advertising plans for assigned districts in Gujarat to promote the NGO's programs and campaigns. - Engage and build strong partnerships with key local stakeholders, including village sarpanchs, cooperatives (e.g., Amul dairy cooperatives), and community-based organizations. - Organize and execute community awareness events, workshops, and traditional folk media performances (e.g., Garaba, Bhavai) to disseminate messages effectively. - Distribute educational and promotional materials in Gujarati and other local dialects to ensure wide and comprehensible reach. - Conduct extensive field visits for door-to-door outreach and group discussions in both rural and urban settings like Ahmedabad or Surat. - Leverage local media channels, such as Gujarati newspapers and radio, to amplify the reach and credibility of campaigns. - Gather on-ground insights, community feedback, and data to measure campaign impact and identify areas for improvement. - Prepare and submit detailed reports on field activities, expenditures, and outcomes to the regional manager.
Essential Skills	- Excellent communication and interpersonal skills with fluency in Gujarati; working knowledge of Hindi and English is essential. - In-depth understanding of Gujarat's socio-cultural fabric, including urban-rural dynamics and key community institutions. - Proven experience in grassroots mobilization, community engagement, or field marketing within the state. - Cultural sensitivity and the ability to build trust with diverse groups, from tribal communities in the east to business networks in urban centers. - Resilience and adaptability for extensive travel within the region and problem-solving in challenging field conditions. - Basic computer skills for data entry, report writing, and communication.
Location	Remote
Qualification	Any Graduate / B.Com / M.Com, Any Other relevant degree
Exp. Required	02 to 05 Years relevant experience.
Nature of Job	Full-Time / Part-Time / Contractual On-site / Hybrid / Remote