

KS/NRO/F288/2023

23-08-2025

**Kudumbashree National Resource Organization (Kudumbashree-NRO)****Selection of Personnel****Notification**

Kudumbashree National Resource Organization (Kudumbashree NRO) is providing technical and implementation support to other states as part of Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY-NRLM) in two domains viz,

1. Convergence between local governments and community Organisations
2. Community- based enterprise support

The Mission is providing support to develop suitable models analyzing the specific situation of the state. Kudumbashree-NRO is currently supporting 24 states. More details of the work of the Kudumbashree - NRO can be found at [www.kudumbashreenro.org](http://www.kudumbashreenro.org).

Kudumbashree-NRO calls for applications from interested persons for positions listed below. General conditions of application and format for application are provided.

Positions for which applications are invited:

**Thematic Anchor- Communications****Job Description:**

The Thematic Anchor – Communications will be responsible for developing, implementing, and managing the organisation's internal and external communication strategies. This includes creating high-quality content, coordinating media outreach, maintaining a strong online presence, and ensuring consistent branding across all communication platforms. The role will provide communication support across NRO domains and projects, including documentation of best practices, success stories, and field-level innovations. The Thematic Anchor- Communications should be able to handle English and Hindi proficiently. *The Thematic Anchor (Communications) will be based out of Thiruvananthapuram, Kerala.*

**The Thematic Anchor- Communications is expected to:**

- Create and manage content for newsletters, reports, presentations, and social media platforms.
- Capacity building of program teams and community resource persons on different types of documentation and digital tools.
- Oversee design, production, and dissemination of IEC materials, publications, and audio-visual content.
- Developing a repository of resource materials for convergence domain in coordination with the Program Management Unit (PMU).
- Coordinate with programme teams to document case studies, best practices and

impact narratives.

- Maintain and regularly update NRO's website and official social media channels.
- Liaise with media houses and partner organisations for outreach and coverage.
- Coordinate with MoRD in uploading best practices, case studies in relevant social media platform

### **Educational Qualifications:**

Masters in Media and Cultural Studies/Development communication /Media an Communication / Development journalism/ Mass communication or an equivalent course from an institute of repute - Tata Institute of Social Sciences (TISS), National Institute of Design (NID), Jamia Millia Islamia, Delhi University (DU)

### **Technical skills:**

- Proficiency in MS-Office suite
- Strong skills in content writing, editing, and proofreading
- Visual Resource Development skills, including graphic design, video and photography, and experience working with tools such as Canva or Adobe Creative Cloud including Photoshop, Illustrator, InDesign, AI expert.
- Experience with email marketing platforms such as mailchimp/slack

### **Personal skills and qualities:**

- Excellent verbal and written communication skills in Hindi & English
- Exceptional writing skills and ability to develop engaging content
- Strong attention to detail and a commitment to quality.
- Ability to work independently and as part of a team.
- Effective time management and organizational skills.
- Strong communication and research capabilities
- High level of self-motivation, initiative and creativity
- Willingness to travel for work

### **Experience:**

- Minimum two years of work experience in Communication Management or Resource Development
- Proven experience in planning, organizing, and managing communication campaigns, events, workshops, and related outreach activities. (preferred)
- Prior experience in the development sector, with a strong understanding of grassroots programs and stakeholder engagement. (preferred)
- Experience with web development or design is a plus

**Age limit: below 30 years as on 26/7/2025****Expected Remuneration**

<b>Consolidated remuneration</b>	<b>Communication Allowance</b>	<b>Total monthly emoluments (Rs.)</b>
46,200	1,000	47,200

The professional will also be eligible for other benefits such as **PF, Life, Health and Accident Insurance** as per the tier city norms approved by the organisation.

\*The enhancement in remuneration will be in accordance with the organization's changes in cost norms.

**Terms of appointment**

The appointment to all the above positions shall be on an annual contract basis. The contract may be renewed, subject to review of performance of the incumbent and continuation of the NRO Project. The contract may be renewed, subject to review of performance of the incumbent and continuation of NRO. Consolidated monthly remuneration fixed according to the pay details as approved will be paid.

**Selection Process**

The applicants will be selected through a multi-stage selection process:

1. Short-listing of suitable candidates based on review of application in the prescribed format
2. Assignment
3. Presentations/Developing intervention plan
4. Personal Interviews for final selection

**Submission of applications**

Applications for the positions will consist of the following.

1. Cover Letter
2. Application in the given format
3. Copy of Curriculum Vitae

Completed signed applications may be submitted through email to

**info@kudumbashreenro.org and recruitment@kudumbashreenro.org**

**Note:**

- Only complete applications will be considered. Applicants must submit the cover letter, application form (in the prescribed format), and CV together. All documents should be signed by the applicant.
- Applications submitted via e-mail must be in PDF format, and every document should carry the applicant's signature.
- In addition to submitting the above documents, applicants are required to fill out the

Google Form on or before the deadline:

[https://docs.google.com/forms/d/e/1FAIpQLSdo1Ph0lnGHDnyo0yD-WNQKuAHwg7s2MsS3QGrQbFWtDARF\\_A/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdo1Ph0lnGHDnyo0yD-WNQKuAHwg7s2MsS3QGrQbFWtDARF_A/viewform)

- Do not attach supporting documents (certificates, credentials, etc.) at this stage.
- Applicants may be asked to provide authenticated copies and make originals available for verification during the selection process.
- No enquiries regarding the selection process will be entertained.

**EXECUTIVE DIRECTOR**  
**Kudumbashree**

## Kudumbashree – National Resource Organization (NRO) Selection of Personnel

### Format for Application

**Position Applied For:** \_\_\_\_\_

1. **Name:**
2. **Father's Name:**
3. **Mother's Name:**
4. **Sex:**
5. **Date Of Birth:**
6. **Permanent Address:**
7. **Address For Correspondence (with Pin Code): E-Mail:**  
**Mobile No.:**
8. **Educational Qualification:** *(in reverse order – last degree first; provide information up to High School level)*

Degree/Diploma Certificate	Year	College/ Institute	Board/University/ Institution	Subjects	Division/ Marks/ GPA

9. **Work Experience:** *(in reverse chronological order – latest first):*

Sl. No	Name Of Organisation	Designation	Tenure	Responsibility/Assignment	Achievements

10. **Language Proficiency:** *(Indicate level of proficiency in languages as Native/Proficient/Working)*

Language	Read	Write	Speak

**11. Technical Proficiency:**

Technical Skills	Beginner	Intermediate	Advance	Proficient

- 12. **Suitability of the applicant to the position applied:** *(Please write a brief note not exceeding 500 words as to why the applicant considers her/himself suitable for the position applied for. Use separate sheet if required)*
- 13. **Any other information relevant to position applied for:** *that applicant may like to add*
- 14. **References** – *Give contact details of two persons who can provide reference on the candidate. One referee shall be the reporting officer of the applicant in her/his latest job*

Name and Designation	Contact Address (Postal)	Contact Details
		Tel. No: E- Mail:
		Tel. No: E- Mail:

**Undertaking by the Applicant**

The information provided above is true, accurate and complete in all respects. As part of the procedure for processing the application, my personal and employment references may be checked. If it is found later that any of the facts has been misrepresented or omitted on this application, I may be summarily discharged from the job. Authenticated copies of certificates and credentials to substantiate claims made in this application will be provided when asked for and originals will be produced for verification. I understand and agree with the information shown above:

Date:

Name:

Place:

Signature: