

SYNERGY SANSTHAN

Job Description- Communication & Social Media Coordinator

Position: Communication & Social Media coordinator (1)

Location- Bhopal, Madhya Pradesh

About Synergy Sansthan:

Established in 2006, Synergy Sansthan is a youth-centric nonprofit organization rooted in the belief that Young People are not just beneficiaries but changemakers. Born out of the vision and commitment of a few passionate youth leaders from rural India, the organization has grown into a powerful movement advocating for a youth-led, gender -just and participatory development paradigm. From its humble beginnings, Synergy Sansthan has evolved into a promising force in youth empowerment in Madhya Pradesh, currently operating directly across 11 districts and extending its reach to 21 districts through strategic partnerships and collaborative networks. Over the past 19 years, the organization has touched the lives of over 3 lakh adolescents and youth from marginalized tribal, rural and semi-urban communities—nurturing leadership, strengthening agency and catalyzing grassroots change. At the heart of Synergy's work is the empowerment of adolescents and young people, especially those from Scheduled Tribes, Scheduled Castes, religious minorities and people with different gender identities. Flagship initiatives such as HumRahi, Udaan Fellowship and Yuvalaya -Youth Resource Centre have consistently demonstrated that when rural and tribal youth are given the right platforms, they emerge as resilient leaders, social entrepreneurs and advocates for justice within their communities. One of SYNERGY's most transformative contributions has been the incubation and mentoring of early-stage youth-led organizations, many of which now anchor impactful development efforts in some of the most underserved geographies of Madhya Pradesh. Driven by the conviction that systemic change cannot be achieved through project-based interventions alone, Synergy Sansthan has increasingly focused on building institutions, ecosystems and inclusive narratives. The organization works to create safe, enabling spaces where young people can organize, learn, express and lead, thereby gaining not just skills but the confidence to challenge structural inequities and break intergenerational cycles of marginalization. As part of its current strategic focus, Synergy is scaling proven models, promoting social innovation and entrepreneurship among youth and deepening cross-sectoral collaborations. The organization is also investing in policy dialogue, institutional partnerships and youth-led research to amplify grassroots voices in state and national platforms. Today, the organization is striving for youth-driven transformation in central India, building capacities, courage and conviction among a new generation of socially conscious leaders. Synergy Sansthan aims to co-create a resilient, gender-just, youth-centered development ecosystem—one that is recognized, resourced and respected at all levels.

Position Overview:

At Synergy Sansthan, we are dedicated to amplifying the voices of young people and ensuring their active participation in shaping a sustainable and resilient future. This role will be instrumental in providing critical support in building young people's ecosystem and narrative for youth centric development by strengthening organizational communication and strengthening digital presence. The Communication & Social Media Coordinator will play a pivotal role in overseeing and executing organizations digital presence, branding and publicity initiatives for Synergy. The incumbent will be tasked with managing communication planning and strategies to enhance loyalty and visibility among key stakeholders. This role involves cross-functional collaboration to align communications across the organization, encompassing day-to-day activities such as knowledge management, social media management, public relations, website updates and content development. Additionally, she/he will be responsible in contributing to the annual report, case studies, success stories, content creation for narrative building. The person engaged is also expected to socialize strategy, communication protocols, creating engaging and impactful communication to enable staff for informed communication practices.

Key Responsibilities:

- **Website Management:** Update and enhance website content regularly, including events, activities, statistics, reports and publications. Utilize Google Analytics to optimize user experience and drive increased website traffic.
- **Social Media Platforms:** Create engaging content and conceptualize campaigns for daily updates on Facebook, Instagram and LinkedIn. Develop and execute monthly newsletters. Increase social media following through ad campaigns and influencer engagement.
- **Stakeholder Communication** – Support internal and external communications, ensuring clarity and consistency. Stay updated with sectoral trends and best practices.
- **Campaigns and Events:** Organize impactful digital events influencing various stakeholders. Contribute to article writing, op-eds and press releases for media agencies.
- **Knowledge Management:** Create, edit and optimize content for various media (print and electronic) platforms such as the website, social media, newsletters and blogs. Develop campaign materials for products, services and reports across different media channels.
- **Community Visits and Documentation:** Collaborate with project teams to plan and develop a schedule for community visits. Maintain a repository of intervention photographs, case studies, and impact studies. Build connections with newspaper journalists for article sharing.
- **Reporting:** Prepare and submit Quarterly/Annual Progress Reports to funders, ensuring timely submission.

We are looking for a person, with:

- ✓ Good sense of humor, ready to learn, assimilate and adapt to the cultural and contextual requirements of a youth focused and youth led team.
- ✓ Post-graduate qualification in Digital Media, Public Relations, Journalism, Mass Communications, or Marketing is preferable.
- ✓ Proficiency in content software (Canva, Padlet, Menti meter, Mind Map) and computer skills (Microsoft Office, Excel, Google Office) are essential.
- ✓ 3–5 years of relevant work experience, preferably with organizations working in the youth development space.
- ✓ Ability to manage public relations and communications on sensitive issues.
- ✓ Excellent communication skills (written, visual, verbal, presentation).
- ✓ Strong leadership and teamwork skills.
- ✓ Excellent interpersonal skills and the ability to collaborate effectively with a variety of stakeholders with demonstrated experience in networking and communication.
- ✓ Willingness to travel extensively within Madhya Pradesh and occasionally to other states.

Please complete the Application Form Diversity Detail Format and upload your latest resume/CV (mandatory)

[Application Form](#)

Please Apply on or before 14th January 2026.

Salary- The salary offered will be in the range of 5.50 to 7.00 Lakhs, though commensurate with the experience and expertise of the candidate and includes other benefits like PF, Insurance, paid leaves, work from home/flexible working hours, etc.

We offer an enriching learning environment and the opportunity to work with a team of dedicated and passionate professionals who share a common vision. We aim to be an equal opportunity employer. We welcome all applications irrespective of age, race, colour, gender, disability, sexual orientation, religion, belief or creed.

People of all gender identities, including LGBTQ+, are encouraged to apply.