

## **Job Description**

We are seeking an experienced and strategically minded Content Lead to develop high-impact content that drives advocacy mission on national and international stages. This role sits at the intersection of policy communication, thought leadership, and public affairs, ideal for someone who has worked in political communications or policy advocacy and understands how words shape public discourse and institutional change.

You will work closely with senior leadership and key stakeholders to develop content that is authoritative, consistent, and resonant across platforms, from op-eds in leading publications to speeches at global forums.

## **Roles and Responsibilities**

**Content Strategy and Leadership:** Develop and own a cohesive content strategy that builds and sustains a compelling public narrative, one that influences policymakers, civil society, media, and the general public. Translate complex policy and advocacy priorities into clear, persuasive communication with measurable outcomes.

**Long-Form Content Development:** Write and edit high-quality long-form content including opinion editorials for national and international publications, LinkedIn thought leadership, policy letters, open letters, and formal correspondence, all reflecting a consistent, authoritative voice and mission.

**Speechwriting and Presentation:** Draft speeches, keynote remarks, and presentation narratives for high-profile public engagements, conferences, and institutional forums, domestic and international.

**Policy and Research Integration:** Conduct rigorous research on child rights, policy developments, legislative changes, and global advocacy trends to ensure all content is credible, timely, and contextually grounded.

**Stakeholder Collaboration:** Work directly with senior leadership and cross-functional teams to align content with strategic priorities, incorporate feedback efficiently, and maintain coherence across all communication outputs.

**Thought Leadership Positioning:** Proactively identify opportunities such as op-ed pitches, speaking platforms, and policy roundtables to establish and deepen an authoritative presence on child rights and justice at national and global levels.

**Editorial Quality and Consistency:** Uphold the highest standards of writing, accuracy, and editorial integrity across all materials. Maintain consistency in voice, tone, and messaging across platforms and formats.

**Performance and Refinement:** Track the reach and impact of published content, gather qualitative and quantitative feedback, and use insights to continuously sharpen messaging strategy.

## **About You**

Experience: 6 to 8 years in political communications, public affairs, policy advocacy, journalism, or a senior communications role, ideally supporting a public figure, elected official, senior executive, or civil society leader.

Writing Excellence: Exceptional ability to write with a defined voice, adapting tone, register, and style to suit the platform and audience while maintaining authenticity and persuasive force.

Political and Policy Acumen: Deep familiarity with how policy narratives are built, how institutions respond to public pressure, and how communication drives advocacy outcomes.

Strategic Thinking: Ability to see the bigger picture, connecting individual content pieces to a broader communication arc and advocacy strategy.

Discretion and Integrity: A strong sense of professional confidentiality, editorial ethics, and personal integrity.

Organised Under Pressure: Highly detail-oriented with the ability to manage multiple content streams, shifting priorities, and tight deadlines without compromising quality.

Bilingual Proficiency: Fluency in Hindi and English is strongly preferred, given the breadth of audiences this role engages.

Passion for the Cause: A genuine commitment to child rights, social justice, or human rights advocacy, and to the role that strategic communication plays in driving systemic change.

## **Why Join Us?**

This is a rare opportunity to do consequential work, shaping narratives that influence policy, move institutions, and change lives. You will work at the highest levels of civil society communication, alongside a team of passionate professionals committed to ending impunity against child sexual abuse and exploitation. If you believe in the power of words to drive justice, this role is for you.

Please share your resume at: [contact@pmspl.net.in](mailto:contact@pmspl.net.in)