

Job Announcement Form

Professional Assistance for Development Action (PRADAN)

About the Project:

A comprehensive project is underway in the Yadgir and Raichur districts of Karnataka aimed at significantly increasing the incomes of small and marginal farmers engaged in the livestock sector. The initiative adopts a holistic "end-to-end" approach, addressing every stage from production to marketing. It offers an integrated support system that includes input supply, access to services and credit, training in best practices, and improved market linkages.

The project is structured around two key institutional levels:

- **Livestock Producer Groups (LPGs)** at the village level
- **Farmer Producer Companies (FPCs)** at the cluster level

Importantly, women are the primary beneficiaries of this initiative, with a strong focus on empowering them through active participation in livestock-related enterprises.

Title of position offered	Expert (Communication and MEL)
Number of Vacancies	1
Roles and Responsibilities:	<p>Key Responsibilities:</p> <ul style="list-style-type: none">• Content Development: Produce high-quality, visually appealing written content to engage and influence key stakeholders, including partners, donors, government agencies, and the public.• Knowledge Material Creation: Develop livestock-related educational materials in various formats for use by livestock farmers, entrepreneurs, community members, and officials.• Marketing Collateral: Design and produce marketing assets such as brochures, flyers, banners, booklets, training manuals, and other promotional materials.• Success Stories & Documentation: Collect and document field-level stories of change; organize events or processes to capture success stories systematically. Compile a compendium of these stories.• Data Analysis & Visualization: Analyse project data using MIS and other software tools; create data-driven infographics and regularly track Key Performance Indicators (KPIs).• Presentations & Translations: Prepare professional presentations in both English and Kannada. Translate English content into Kannada and format it into engaging, well-designed materials.• Training Support: Assist in designing training sessions, manuals, and supporting materials for various stakeholders.

	<ul style="list-style-type: none"> • Market & Stakeholder Engagement: Support coordination with market players and build positive working relationships with government agencies and relevant stakeholders at the state level. • Program Support: Provide support to the Program Lead in various project-related engagements as needed. •
Eligibility criteria	<p>Eligibility Criteria:</p> <ul style="list-style-type: none"> • Educational Qualifications: <ul style="list-style-type: none"> ○ Minimum of 16 years of education. ○ A Master's degree in English Literature, Mass Communication, or any other Social Science discipline is required. ○ A degree or diploma in Mass Communication from a reputed institute is preferred. • Academic Performance: <ul style="list-style-type: none"> ○ Consistent academic record with a minimum of 60% marks throughout. ○ Candidates with 50–59% in one degree (excluding the qualifying degree) will be considered. ○ For Humanities and Social Science disciplines, a minimum of 55% in the qualifying degree will be considered. • Language Proficiency: <ul style="list-style-type: none"> ○ The medium of instruction and examination for the qualifying degree must be English. • Work Experience: <ul style="list-style-type: none"> ○ 4–5 years of relevant professional experience is required. ○ Preference will be given to candidates with experience in media, publishing, editing, or with civil society organizations (CSOs).
Skills and Competencies	<p>Required Skills and Competencies:</p> <ul style="list-style-type: none"> • Proactive and Self-Motivated: A self-starter with a strong passion for excellence in communications within the development sector. • Content Creation & Storytelling: Skilled in creating impactful content, including success stories, case studies, and long-form reflective narratives. • Writing & Communication: Excellent written and verbal communication skills (primarily in English), with a sharp eye for detail and the ability to craft engaging, well-structured content. • Stakeholder Engagement: Strong networking and interpersonal skills to effectively engage with internal teams and external stakeholders. • Training Material Development: Ability to assist in the design and development of training materials under the guidance of thematic experts.

	<ul style="list-style-type: none"> • Proven Writing Experience: A track record of publishing articles, blog posts, or well-written project reports. • Visual Design Skills (Preferred): Familiarity with design software such as Adobe Photoshop or InDesign is an added advantage. • Willingness to Travel: Must be open to frequent travel across project locations in Karnataka, as per project requirements.
Place of posting/Location	Bengaluru, Karnataka
Proposed Salary Range (CTC)	Rs 1, 25,000 to 1, 50,000 based on the experiences and expertise.
Nature of job	One-year contractual position, extendable based on performance and project continuity.
Last date of Application	20 th October, 2025
Queries	Write to livestock@pradan.net
Apply to (email ID)	Apply through Google Form Link
Preference	Fluency in the local language of Karnataka is mandatory. Proficiency in English is also essential for the needs of the project. Knowledge of Hindi is an added advantage.
Insert Google Form link to apply for the position	https://forms.gle/YC58STdo7zQ89Fcd6