

MAKER BHAVAN FOUNDATION

Maker Bhavan Foundation is a brand of STEM Shiksha Foundation

Job Description

ASSISTANT MANAGER — COMMUNICATIONS & MARKETING

Location: Mumbai / Delhi (Hybrid)

Reporting to: Head of Communications

Team: Communications & Marketing

Experience: 3–4 years

Engagement: Full-time

Apply to: [Click here to apply!](#)

STEM Shiksha Foundation

STEM Shiksha Foundation is a not-for-profit organisation registered as a Section 8 Company under the Companies Act, 2013. The Foundation owns the brand name Maker Bhavan Foundation (MBF) and operates under this brand name. MBF is on a mission to transform India's 2 million annual engineering graduates from passive learners into confident makers, inventors, and problem-solvers. We believe India's path to a \$30 trillion economy runs through a generation that builds, not one that simply executes.

Our programs span 24+ Tinkerers' Labs across India, and we work with various higher education programs on various other programs. Through Project PRACTICE - in partnership with AICTE -we are scaling this ecosystem to 1,000 colleges and 5 lakh students by 2028.

This is an organisation for people who want their work to matter.

THE ROLE

We are looking for a sharp, energetic communications all-rounder to own the Foundation's day-to-day voice across social media, content, PR, and community, while contributing to campaigns that help build a national maker movement.

This role is ideal for someone who has built their craft in a communications or creative agency, has genuine curiosity about social impact and education, and is ready to take end-to-end ownership in a fast-moving, mission-driven environment. You will work directly with the Head of Communications and collaborate closely with programme and leadership teams.

KEY RESPONSIBILITIES

1. Social Media Management

- Own MBF's presence across LinkedIn, Instagram, X (Twitter), and YouTube
- Develop and execute a monthly content calendar aligned to programme milestones, campaigns, and sector conversations
- Write, design (using Canva or similar), and schedule posts — with a strong eye for storytelling and engagement

- Track analytics and report on growth KPIs; iterate strategy based on performance data
- Identify and engage with relevant communities, hashtag conversations, and key voices in education, social impact, and innovation

2. Content Development & Management

- Develop compelling long-form and short-form content: blogs, articles, newsletters, programme stories, impact reports, and case studies
- Write and produce multimedia content, including video scripts, reels, and podcast outlines, coordinating with freelancers where needed
- Maintain a living content and story library-document student journeys, programme outcomes, and key milestones
- Support donor-facing communications: decks, impact narratives, updates, and annual reports
- Ensure brand voice consistency across all written and digital outputs

3. Community Building

- Build and nurture MBF's alumni and stakeholder community-students, faculty champions, lab managers, mentors, and partners
- Design and manage engagement touchpoints: newsletters, alumni spotlights, online groups, and periodic events
- Design, conceptualize and rollout events that create appropriate touchpoints for brand MBF amongst stakeholders.
- Develop partnerships with student clubs, innovation cells, and campus media to deepen grassroots presence

4. Public Relations & Media

- Build and maintain relationships with various media stakeholders, across education, policy, startup, and social impact beats
- Draft and distribute communications in form of advisories, story pitches, etc.
- Identify and secure earned media opportunities: features, leadership articles, podcast appearances, and award entries
- Maintain MBF's media database and monitor press coverage; compile weekly media reports
- Support crisis communications and stakeholder messaging as required

5. Campaign & Programme Support

- Co-develop communications campaigns around programme launches, award cycles, and key national moments
- Support donor and partner communications: impact updates, stewardship notes, and event invitations
- Assist with external event communications: promotional copy, speaker briefs, on-ground content capture, and post-event coverage

WHO WE'RE LOOKING FOR

Experience & Background

- 3–4 years of hands-on experience in communications, marketing, content, or PR

- Agency background strongly preferred — you know how to manage multiple workstreams, clients, and deadlines simultaneously
- Prior experience with a social impact organisation, NGO, education brand, or mission-driven startup is a significant advantage
- A demonstrable portfolio: social campaigns, written pieces, media coverage, or community initiatives you have owned and driven

Skills

- Exceptional written English: you can shift tone between a student success story, an opinion piece, and a donor brief without missing a beat
- Social media management tools (Buffer, Hootsuite, or equivalent) and design tools (Canva, Adobe Express)
- Analytics fluency: Google Analytics, Meta Business Suite, LinkedIn Campaign Manager
- Media relations know-how: how to write a compelling pitch, build a media list, and follow up without burning bridges
- Strong project management instincts: you track your own deadlines, communicate proactively, and deliver on time
- Video or audio content skills (shooting reels, basic editing) are a plus, not a requirement

Mindset & Values

- Genuinely motivated by MBF's mission — you believe education can transform a nation, not just an individual
- A self-starter who brings structure to ambiguity and doesn't wait for a brief to spot an opportunity
- Curious and culturally aware: you read widely, stay current on media and digital trends, and care about how India's story is told
- Comfortable with pace and pivot: MBF moves fast and priorities shift with programme cycles

WHAT WE OFFER

- A front-row seat to one of India's most ambitious efforts to reshape engineering education
- Direct exposure to leadership, major donors, Institutions, policymakers, and industry leaders — a network that compounds quickly
- Real ownership from day one: your campaigns, your ideas, your bylines
- A small, high-trust team where your voice shapes organisational decisions, not just communications ones
- Flexible, hybrid working environment with a results-first culture

HOW TO APPLY

Fill the form to apply.

[Click here to apply!](#)

The successful candidate will be employed by STEM Shiksha Foundation, and will receive an offer letter and statutory benefits accordingly.

www.makerbhavanfoundation.org