



Job Description

Role: Officer/Senior Officer, Advocacy & Program Communications

About Young Leaders for Active Citizenship (YLAC)

Founded in 2016, [Young Leaders for Active Citizenship \(YLAC\)](#) aims to increase the participation of young people in the democratic process and build their capacity to lead change.

Our interventions equip citizens with a deeper understanding of society and its challenges, enabling them to think critically about governance, tap into their leadership potential, and acquire the skills necessary to drive meaningful change. We run programs across multiple cities in India and undertake projects in civic engagement, policy advocacy, and social impact.

Our Engagements

The team at YLAC works on a diverse range of projects. Our key focus areas include civic education, public policy, empathy building and youth leadership. Our interventions are designed as experiential learning programs for young people of different age groups (primarily 13-30) to build their skills and knowledge of policy making, research and advocacy. In addition to running our own flagship programs, we work with a wide variety of partners and educational institutions to design and run interventions on specific themes such as voter awareness, online safety and digital citizenship, inequality in society, disability rights, sustainability etc. Our programs run in 20+ cities in India, although since the pandemic a lot of our programming has also moved online and we are now able to reach young people across the country.

Role Description

We are looking for a dynamic **Officer/Senior Officer, Advocacy & Program Communications** to **lead and support YLAC's advocacy efforts, run high-impact campaigns, and strengthen programmatic communication**. The ideal candidate will bring experience in running advocacy campaigns within the social sector and possess strong communication skills to craft compelling narratives around YLAC's programs.

Key Responsibilities

- **Advocacy & Campaigns:**
 - Conceptualize, design, and implement advocacy and policy campaigns on social issues relevant to YLAC's focus areas and programmatic interventions.
 - Identify opportunities to engage young people in policy discussions and mobilize them towards action.
 - Liaise with stakeholders, partners, and policymakers to drive campaign objectives.

- **Programmatic Communication:**
 - Develop communication strategies to amplify YLAC's programs and campaigns.
 - Craft engaging content for social media, reports, newsletters, and impact stories.

- Work on branding and messaging for YLAC's initiatives, ensuring consistency across platforms.
- **Stakeholder Engagement & Partnerships:**
 - Manage relationships with advocacy partners, funders, and collaborators.
 - Support in designing outreach materials and event collaterals for stakeholder engagement.

Requirements

- A graduate/postgraduate degree in communications, social sciences, or a related field.
- 2-5 years of experience in running advocacy campaigns in the social sector (experience in youth-led campaigns is a plus).
- Strong written and verbal communication skills, with the ability to craft compelling narratives.
- Experience in programmatic communication, content creation, and social media strategy.
- Prior experience in stakeholder engagement and partnership management.
- A self-starter who thrives in an entrepreneurial environment and can take ownership of projects.
- Design skills (experience with Canva or similar platforms) are a plus.

Perks & Compensation

- A full-time role with a competitive salary, commensurate with experience and industry standards.
- An opportunity to work at the intersection of policy, advocacy, and youth engagement.
- A dynamic work environment with a chance to design and implement impactful campaigns.
- Exposure to leading organizations, policymakers, and experts in the field.

Location

This position is based in **Delhi**

To apply

Please submit your details along with your resume and two references [through the form here](#). References of people who have directly supervised your work are preferred.

You are encouraged to apply as soon as possible. Please note that only shortlisted candidates will be contacted. Shortlisting will be followed by two rounds of interview and one assignment.