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Job Advertisement

BRAC International is Hiring! Join BRAC International to create opportunities for people to realise their potential.

Position: Specialist, Communications | BRAC Ultra-Poor Graduation Initiative

Job Location: Delhi, India

BRAC is an award-winning international non-governmental development organization, with the vision of a world free from all forms of exploitation and discrimination, where everyone has the opportunity to realise their potential. BRAC is a leader in developing and implementing cost-effective, evidence-based programmes to assist poor and disadvantaged communities in low-income countries, including in conflict-prone and post-disaster settings. It is an organisation of and for the people of the Global South, pioneering new development and social enterprise approaches to equip communities to achieve prosperity. As well as being the world's biggest NGO by the number of staff and people directly reached, BRAC has regularly been ranked the number one NGO in the world by the Geneva-based NGO Advisor, an independent organisation committed to highlighting innovation, impact, and governance in the non-profit sector. BRAC retained the top spot in 2020 among the top 500 NGOs for the fifth consecutive year.

BRAC was founded in Bangladesh in 1972 and over the last five decades has grown to become one of the world's largest non-governmental organisations (NGOs), reaching over 100 million people. We started our first international operation by venturing into Afghanistan in 2002, building on lessons from our work in Bangladesh to support a nation devastated by war. Currently operating in 16 countries across Asia and Africa. Born, proven and led in the Global South, BRAC International brings a unique Southern perspective and commitment to continuous learning, providing a depth of insight, experience and evidence to meet the needs of diverse communities with humility and courage across Asia and Africa.

To learn more about BRAC International, please visit (www.bracinternational.org).

About the Ultra-Poor Graduation Initiative

The Ultra-Poor Graduation Initiative (UPGI) is a flagship programme of BRAC International at the global level that seeks to advance the use of proven Graduation approaches by governments at scale to address extreme poverty. UPGI primarily works with a range of global and national partners to pursue this mission. Focal countries include, but are not limited to, India, Indonesia, the Philippines, Ethiopia, Tanzania, Rwanda, and South Africa.

BRAC UPGI aims to position the evidence-backed Graduation approach as a key driver to eradicate extreme poverty worldwide. It does this by:

- Advocating for uptake of the Graduation approach by policymakers, national governments, multilateral institutions, and non-governmental organisations; and
- Effective adaptation and implementation of the Graduation approach in countries around the world, supported through technical assistance and capacity strengthening for external stakeholders.

In 2002, BRAC pioneered the Ultra-Poor Graduation ("Graduation") approach in Bangladesh - a sequenced, two-year investment that enables people to create lasting pathways out of extreme poverty - after recognising that existing programmes were not reaching the poorest people. Through the provision of a productive asset, basic needs support, and ongoing coaching, the Graduation approach tackles multiple constraints at once and achieves lasting impact.

Graduation has been adapted and implemented across a wide variety of contexts and countries, with dozens of rigorous evaluations documenting its effectiveness at achieving broad and lasting impact, as well as returns that greatly outweigh the costs. So far, a total of 6.7 million households have been reached by Graduation programs, more than 2 million of which BRAC reached through its flagship Graduation programme in Bangladesh.

To help eradicate extreme poverty, BRAC UPGI is working with governments across Africa and Asia to scale Graduation by integrating it into existing government programmes. Alongside governments, BRAC aims to equip 21 million more people to lift themselves from extreme poverty by 2030.

BRAC UPGI is committed to creating effective solutions that leverage the available resources and existing programming to achieve the long-term benefits demonstrated by the Graduation approach. The organization is partnering with governments, as well as multilateral institutions, NGOs, and civil society, in countries where BRAC UPGI thinks it can have maximum impact and drive greater uptake for Graduation.

About BRAC International's Work in India

The National Rural Livelihood Promotion Society under the Ministry of Rural Development has signed an MoU with BRAC International, formalising a shared commitment to promote holistic economic inclusion and social protection for people living in extreme poverty, particularly women. The MoU envisions a focused strategy to reach the poorest and most excluded households through a time-bound investment in the Graduation approach, enabling more inclusive and sustainable livelihoods across rural India.

The partnership positions BRAC International as a strategic orchestrator, demonstrating how targeted interventions can reach extremely vulnerable groups while generating evidence for scale across State Rural Livelihood Missions (SRLMs). In this role, BRAC is not only providing technical assistance for the implementation of the Samaveshi Aajeevika Yojana (SAY) but also convening stakeholders, aligning systems, and enabling coordinated action across levels. Through its partner agencies, BRAC International has established Project Management Units (PMUs) at national and state levels to support the government in co-designing approaches and ensuring strong strategic guidance alongside effective implementation support.

About the Position

This is an exciting opportunity for a communications professional to contribute to BRAC's work in India, supporting the development and dissemination of compelling communications and knowledge content that brings programme and field experiences, partnerships, evidence, and learning to diverse audiences.

Reporting to the Program Advisor – Partnerships and Strategic Communications, the Communications Specialist will work closely with the programme teams and partners to develop high-quality written and visual content, strengthen BRAC India's digital and social media presence, document stories and experiences from the field, and translate programme learning into accessible and engaging communications products. The role will support BRAC's efforts to share knowledge, increase visibility and contribute to wider sectoral discourse on poverty reduction and inclusive livelihoods.

This is a hands-on, execution focused position that offers opportunities for creativity, collaboration and professional growth. It is well suited for someone with strong writing and creative communication skills, an eye for detail, and keen interest and motivation to use communications effectively to support social change.

This is a full-time position based in New Delhi, India. Regular in-person office hours are expected.

Primary Responsibilities

1. **Content Development, Documentation and Knowledge Products**

- Edit and proofread reports, briefs, case studies, learning notes and other publications, ensuring consistency in language, tone, and organisational branding.
- Draft, edit and adapt programme content into clear and accessible communication products for different audiences, including government, development partners, donors and wider sector audiences.
- Develop presentations, factsheets, and visual communication materials for internal and external use, coordinating with designers where needed.
- Undertake field visits to identify and document programme experiences, participant and coach journeys, implementation learnings and stories through interviews, photographs, short-form video and written documentation.
- Work with programme and state teams to identify communications opportunities and source accurate information, data, photographs and stories.

2. **Digital Communication and Outreach**

- Develop and publish content for BRAC's website and social media channels, including news, updates, resources, and event coverage.
- Support dissemination of communications and knowledge products through appropriate channels for different stakeholder audiences.
- Adapt existing content into platform-specific formats for different digital channels.
- Maintain a communications calendar to help plan and coordinate content across platforms.
- Track basic website and social media engagement metrics and use insights to inform future content and outreach.

3. **Events and Stakeholder Communications**

- Support communications before, during, and after events and conferences, including note-taking, photography, content capture, and follow-up dissemination.

- Help prepare briefing materials, presentations, and talking points for internal use and stakeholder meetings.
- Support coordination with partners, vendors, and designers for specific communications tasks.

4. Communications Agency Coordination

- Act as the Single Point of Contact for the external communications agency engaged by BRAC.
- Prepare clear briefs for the agency and coordinate inputs and feedback from relevant BRAC programme and leadership teams to support timely delivery.
- Share technical content, audio/video story ideas, key messages and data with the agency for design, layout, and multimedia production.
- Review agency deliverables for factual accuracy, quality, brand consistency and alignment with agreed briefs, and coordinate revisions prior to final approval.
- Track agency work plans, timelines, and deliverables across workstreams, and flag delays or gaps to the Reporting Officer.
- Support quarterly/monthly coordination meetings with the agency, including notetaking and follow-up on action items.
- Help maintain the centralised repository of communication and knowledge assets developed by the agency

5. General Support

- Undertake other communications-related tasks as assigned by the senior leadership, in line with programme priorities.
- Actively build knowledge of the Graduation approach, the development sector, and BRAC's programmes to strengthen the quality of communications outputs over time.
- Support internal knowledge-sharing and documentation processes within the country office.

6. Safeguarding Responsibilities

- Ensure the safety of team members from any harm, abuse, neglect, harassment, and exploitation to achieve the program’s goals of safeguarding implementation
- Practice, promote, and endorse the issues of safeguarding policy among team members and ensure the implementation of safeguarding standards in every course of action
- Follow the safeguarding reporting procedure in case any reportable incident takes place, and encourage others to do so.

Qualifications

- Graduate degree in Communications, Journalism, Development Communications, Media Studies, International Development, Marketing, or a related field. Postgraduate qualification is an added advantage.

- 5–8 years of relevant professional experience in communications, content development, or knowledge management, with demonstrated experience leading communications products or mentoring junior staff.
- Experience working in the development sector, non-governmental organisations, international development organisations, foundations, multilateral agencies, research institutions, or government programmes, is required.
- Experience developing communications or knowledge products related to livelihoods, poverty reduction, social protection, women's economic empowerment or government programmes would be an advantage.
- Demonstrated ability to create content for digital and social media platforms.
- Experience supporting events, publications, or knowledge products in a communications capacity.
- Experience coordinating with external vendors, designers, or agencies is an advantage.

Skills and Competencies

- Strong writing, editing, copy-editing, and proofreading skills, with excellent attention to language, clarity, and accuracy.
- Excellent written and verbal communication skills in English; working proficiency in spoken Hindi strongly preferred. Knowledge of additional Indian languages would be an advantage.
- Ability to understand development programme content and communicate it accurately and appropriately for government, donor and sector audiences.
- Demonstrated ability to independently develop original written and visual content, without reliance on generative AI tools.
- Proficiency in MS Office, particularly PowerPoint; working knowledge of design tools such as Canva and Adobe Creative Suite.
- Basic photography, video capture and editing skills, with the ability to generate good-quality field content using accessible digital tools.
- Familiarity with website content management systems and social media platforms (LinkedIn, X/Twitter, Instagram, Facebook).
- A keen learner with genuine interest in development-sector communications; open to feedback and coaching.
- Ability to work independently, manage multiple tasks, and meet deadlines.
- Strong interpersonal and relationship-building skills, with the ability to work collaboratively across programme teams, state partners, and external agencies.

Qualified female candidates are encouraged to apply.

How to Apply

BRAC International offers a competitive salary and benefits package. If you feel you are the right match for the position mentioned above, please submit your resume and detailed cover letter via the link below:

Specialist, Communications

Application deadline: 12th November, 2026

BRAC is an equal opportunities employer.

BRAC is committed to safeguarding children, young people and vulnerable adults, and expects all employees and volunteers to share the same commitment. We believe every stakeholder and every member of the communities we work with has the right to be protected from all forms of harm, abuse, neglect, harassment, and exploitation - regardless of age, race, religion, and gender, status as an individual with a disability or ethnic origin. Therefore, our recruitment process includes extensive reference and background checks, self-disclosure of prior issues regarding sexual or other misconduct and criminal records and our values are a part of our Performance Management System.

Only complete applications will be accepted, and short-listed candidates will be contacted.