

Vacancies_SEWA Cooperative Federation Gujarat



Capacity-building • Business Development • Policy Action

Introduction

SEWA Cooperative Federation works as an Enterprise Support System (ESS) to support women's collective enterprises (WCEs), across sectors, enabling them to become viable, to innovate and to scale. Over 25+ years, we have promoted 100+ women's cooperatives, reaching 300,000 informal women workers.

Founded by Ela Bhatt in 1972, the Self-Employed Women's Association (SEWA) works to empower poor women in India's informal economy by equipping them with the personal confidence, community support, and practical tools necessary to fulfill their needs and exercise their rights. With over 2 million active members across 18 states, SEWA is a nationwide movement, comprising several autonomous sister organisations in various fields of expertise.

We are set apart by our ability to integrate state- and national-level strategies with grassroots values and priorities. Through our close ties to an extensive, diverse, and multigenerational network of members, we bring women together into a supportive network, tailor a wide range of large-scale development programs to specific community needs at the local level, and provide both capacity building support and a national platform for women on the ground to voice their concerns and advocate for their rights at the highest levels of policy and industry. Through our philosophy of women's empowerment, and our vision of securing self-reliance and full employment for one of India's most vulnerable populations, we unify members across cultural, geographic, and linguistic lines to bring about sustainable, inclusive change from the ground up.

To achieve these goals, SEWA Cooperative Federation comprises of a team of experts, both for organisational guidance and for sector-specific knowledge in:

- Business development and strategy
- Marketing
- Capacity building
- HR and Administration
- Research and advocacy
- Financial Management
- Compliance
- Communications

Position: Communications Associate

Scope of Work: SEWA Cooperative Federation has an established social media presence through various platforms for visibility and advocacy of work done by our member cooperatives. Apart from this, we also support our member cooperatives in marketing and branding of their social enterprises.

We are looking for a Communications Associate to work closely with the Communications Manager in developing communications and branding strategies for the SEWA Cooperative Federation as well as member cooperatives/collectives. The associate should have a strong background in written communications, social media management and content development.

Skills:

- Content (Visual and Written) Brainstorming
- Video Production and editing
- Graphic making and editing
- Knowledge of Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter)
- Knowledge of scheduling and handling multiple social media accounts
- Content + Data Organization skills
- Research skills to find relevant information for social media campaigns

Software: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Canva

Experience: It is preferred that the candidate has an experience of 1-2 years in the field.

- Social media management experience is preferred
- Social media campaigns brainstorming and execution
- Strong writing skills in English
- Strong communication Skills
- Basic knowledge of developing social media campaigns

Base Location: Ahmedabad, Gujarat

Application Process Interested candidates can email their CV to hr@sewafederation.org with the job title as the subject line. The file name for the CV should follow this format: Job Title_Applicant First Name. Women candidates will be preferred for all positions.

In your email, please mention why you are interested in this opportunity and how you think you can contribute to the work of SEWA Cooperative Federation.