

Media & Outreach Fellow

Location: Bengaluru, India | Requirement: Immediate

SCOPE & ACCOUNTABILITY

The Centre for Wildlife Studies seeks a proactive and organized Media & Outreach Fellow to support its social media, public outreach, fundraising campaigns, newsletters, and other institutional communications.

The Fellow will work with various teams to communicate CWS' work clearly and accurately across social media, the website, email platforms, and other public-facing channels.

The role will involve managing social media, writing and editing, basic design, coordinating communication workflows, supporting outreach and fundraising campaigns, and reviewing communication performance. The Fellow may take deeper responsibility for selected areas based on their strengths, experience, and evolving team priorities.

KEY RESPONSIBILITIES

1. Social Media and Public Communication

- Support the planning and management of CWS' social media calendar.
- Create, edit and publish content across digital platforms.
- Develop content around research publications, conservation programs, field updates, events, awards, media features, and organizational announcements.
- Support the preparation and publication of blogs, field stories, and other public-facing content.
- Assist with routine website updates, including blogs, publications, program pages, team information, campaign pages, and institutional content.
- Ensure that communication is accurate, accessible, and aligned with CWS' language,

scientific, and brand guidelines.

- Track and maintain records of CWS media coverage.
- Support the drafting and coordination of press releases, media notes, and related communication.

2. Newsletters, Fundraising and Institutional Communication

- Coordinate the collection of updates from CWS' research, conservation, and administrative teams.
- Support the writing, editing, assembly, testing, and distribution of monthly newsletter.
- Maintain mailing lists, contact information, audience segments, and subscription records.
- Support welcome emails, email templates, and recurring email automations.
- Assist with email communication for events, campaigns, publications, and institutional updates.
- Support communication for retail fundraising campaigns in coordination with the fundraising and Media & Outreach teams.
- Draft and edit campaign emails, design creatives and related communication.
- Coordinate fundraising content across email, social media, the website, design, and multimedia formats.
- Support the maintenance of CWS profiles, notes, and other institutional information.
- Help keep organizational statistics and commonly used communication materials current and consistent.
- Assist with communication materials for various campaigns and outreach initiatives.
- Track social media, website, newsletter, and email performance using relevant platforms and reporting tools.

REQUIRED SKILLS

- 0–2 years of relevant experience in communications, media, journalism, digital marketing, public relations, fundraising communication, or a related field.
- Demonstrated interest in social media, wildlife conservation, environmental science, social impact, or nonprofit communication.
- Strong written and spoken English.
- Strong proficiency in Canva.

- Strong writing, editing, proofreading, and information-organizing skills.
- Ability to understand research or program updates and communicate them in accessible language.
- Familiarity with social media platforms and digital content formats.
- Willingness to ask questions.
- Willing to learn new digital platforms, analytics tools, and communication systems.
- Familiarity with responsible use of AI-assisted tools.

PREFERRED SKILLS (not mandatory)

- Experience managing social media accounts, newsletters, websites, or email campaigns.
- Familiarity with WordPress, Flodesk, Mailchimp, Hootsuite, Google Analytics, Canva, Asana, or similar platforms.
- Experience drafting blogs, press releases, interview notes, institutional profiles, or campaign communication.
- Basic understanding of media tracking, audience analytics, digital campaigns, or search optimization.
- Experience working with research, conservation, education, development, or social-sector organizations.
- Familiarity with responsible use of AI-assisted research, writing, or workflow tools.
- Proficiency in Kannada or another Indian language is an advantage but not mandatory.

APPLICATION PROCESS

Please fill the form [here](#) to be considered for this position.

Incomplete entries will not be considered.