

Position Title	Program Lead: Digital Media Literacy & Gender Justice
Location	Ideosync office, Faridabad, NCR
Position term	January 2026- July 2027

Organization Profile

Ideosync Media Combine is a not-for-profit organisation based in the National Capital Region of Delhi, India. Ideosync works on **communication for social change** (C4SC) and **communication rights**. We design communication frameworks and strategies for development interventions; as well as conceptualize and produce social change communication content (audio, visual, print and multimedia) through a rigorous process of community participation and formative research. Ideosync advocates for **open, free and publicly owned media** and works towards innovating with existing and new technologies to ensure **equity of access** to (and community ownership of) **communication tools, technologies and media**.

Ideosync works on **media development** by supporting community media (including community radio) through training on participatory content creation, knowledge sharing and peer learning practice; as well as innovations around participatory research. Over the last two decades, we have been at the forefront of work in the South Asian region on creating alternate discourses on communication, communication rights, media and media technologies. During this time, our work in communication for social change has engaged with issues that address marginalized concerns including sexual and reproductive health; adolescent sexuality and rights; gender and women's rights; health; migrant rights; local self governance; right to information and entitlements; environment and climate change; governance; democracy and freedom of expression.

We are looking for innovative, enthusiastic and creative young professionals with competencies in the field of Gender, Media & Digital Literacy to work as part of the Ideosync team.

About the Programs

Our **Free/Dem Media Pathshala initiative** (www.freedem.in) works with young people living on the margins of Delhi, in slum colonies in and around the peripheral geographies of South Delhi. The primary aim of the program is to create meaningful change in the lives of young women and men who live on the margins particularly contributing towards a digitally gender equitable society. Under *Free/Dem Digital Media Pathshala*, women and young girls are trained in digital competencies, and media making skills including use of social media, creation of audio and video short podcasts and films. The program also includes *Chauraha* Screenings. The initiative has a special focus on **gender equality**.

We have also developed a DMIL and Fact Checking program for young people and developed training modules and curricula. We are looking to expand these programs online and through partnerships with relevant stakeholders including education departments.

About the Position

Your role will require you to work at multiple levels to implement the program

- Establish new linkages and strengthen existing ones
- Develop a network of partners - especially civil society organizations - that focus on gender issues, and work closely with community members
- Coordinate, plan and organize stakeholder trainings, advocacy events and workshops

- Enhance existing training program conducted under FreeDem
- Mentor as Master trainer during Master classes to be held every four months
- Write advocacy papers and supervise design of advocacy and communication materials
- Maintain regular communication, reports and briefings of the programs and activities undertaken on the ground by selected fellows and trainees
- Manage the overall advocacy for the program and contribute to additional fund raising through corporate or other partners sponsors
- Create visibility for the program website and social media
- Document the process including by working in the field with trainees and write regular reports
- Conduct training and advocacy sessions when required

Qualifications

- A masters/Phd degree in the field of Media/Communication/Social Sciences/Gender studies
- At least two years' experience, especially in the field of partnership development and advocacy campaigns. Experience with civil society and Government engagement would be an asset
- A strong understanding of gender and related issues and commitment to feminist principles
- Strong facilitation and Training skills
- Comfort with mobile media, including mobile based audio and video tools and use of online media especially wordpress and design tools like canva
- Social Media skills including for running online campaigns
- Demonstrated ability to work collaboratively with peers and work effectively with minimal supervision and provide leadership and take initiative.
- Demonstrated leadership qualities and ability to manage multiple tasks and complete deliverables on time
- Fluency with computers especially all word processing and data software and ability to create presentations in MS Powerpoint, and manage reporting through use of Microsoft office tools
- Excellent English and Hindi reading and writing skills are a must. Knowledge of regional languages will be an added advantage

Contract and Remuneration

We are looking for a dedicated team member for a period of 18 months with the possibility of extension. There will be a three-month period of probation. Remuneration will be in accordance with Ideosync's salary and fee scale policy and in keeping with the incumbent's experience and qualifications; and will be comparable to national averages for not-for-profits working in the development sector.

Application Process

All applications should be sent via email to vacancy@ideosyncmedia.org and with a cc to varora@ideosyncmedia.org Apply with complete curriculum vitae (bio data) and covering letter and write **Position Title: Program Lead: Digital Media Literacy & Gender Justice** in the subject line. Women candidates and candidates from minority communities are encouraged to apply.

Last date for application: **10 January 2026**
