

Scope of work for Digital Communication Consultant

Role	Digital Communication Consultant
Department	Program
Reports to	Line manager - Project lead - Delhi Rising Task manger - Digital Campaigner
Status	Contract - 3 months
Location	Delhi, India
Consultancy charges	45,000/- Per month

Main Purpose:

The objective of this consultancy is to implement impactful digital communication strategies that increase public engagement, strengthen campaign visibility, and support mobilisation goals across campaigns.

The consultant will play an implementation-focused role, supporting the execution of campaign communication plans and creating engaging digital content that helps build public awareness, participation, and narrative change around climate and environmental justice issues.

Role and responsibilities:

Content Creation & Digital Communication

The consultant will be responsible for creating engaging digital content including:

- Social media copy and visual content
- Website content and campaign pages
- Blogs and opinion pieces
- Emailers and supporter communication

Storytelling and Narrative content:

- Scripts for videos and digital storytelling
- Campaign messaging and key narratives
- Campaign Storytelling

- Support storytelling rooted in community voices, lived experiences, and climate impacts.

Documentation and campaign communication:

- Translate complex campaign issues into accessible and compelling public communication.
- Document campaign moments, field visits, events, actions, and community stories through digital formats.

Collaboration coordination and support:

- Support in Campaign Communication planning and execution
- Support the implementation of campaign communication plans and digital engagement activities.
- Coordinate with campaigners, designers, videographers, and external collaborators for content production.
- Assist in maintaining consistency in campaign tone, messaging, and visual storytelling across platforms.
- Support audience engagement across digital platforms.
- Contribute to mobilisation efforts through digital communication and supporter outreach.

Data monitoring and analytics:

- Test different kind of digital communication and message framing with different types of audiences
- Monitor and analyse test results and implement best practices for digital communication
- Monitor digital trends and identify opportunities for campaign amplification.

To Apply:

Do send your letter of interest (350 words or less) along with the latest resume to careers.india@greenpeace.org stating 'Application for the post of Consultant for Digital Communication in the subject line.

We are a small team and would revert to applicants only after 8 working days from the last date of application. While we would put in our best to revert to each individual, in case you don't hear from us in the 8 working days then it is likely that your application would not have been shortlisted.

Greenpeace India is dedicated to upholding gender equality and inclusivity and we actively encourage individuals from diverse backgrounds to apply.