



<b>Job Title</b>	<b>Brand strategist &amp; Design Consultant for Design Impact: Movement</b>
<b>Engagement</b>	<b>Contractual</b>
<b>Duration of Contract</b>	<b>5 ½ Months (1 October 2020 – 15 March 2021)</b>
<b>Location</b>	<b>Bangalore</b>
<b>Selection Timeline</b>	<b>Walk-in interview (online) with CV: 25 September 2020 – 30 September 2020</b>

## 1. About

REACHA is a voluntary organisation based out of New Delhi set up in the year 1992 by a group of conscientious bureaucrats, technocrats, scientists and educationists who felt that it was necessary to create an institution that could 'reach-out' to the masses and enable them to empower themselves with knowledge, know-how and the will to bring about positive changes in their lives. REACHA's interventions seek community partnership in a deep-dive effort, so that all the stakeholders in any initiative are heard and involved to create large-scale impact.

Titan Company Limited is launching a program called Design Impact Movement with REACHA as the primary partner. This movement seeks to help aspiring innovators amongst the country's youth reach their potential while also giving back to the society. It intends to inspire young people to take up designing for social impact and help them in the creation of their products for the same, if any.

## 2. Programme background

The **Design: Impact Awards program** (DIA), launched by **Titan in collaboration with Tata Trusts**, believes that sustainable and effective product design can create large-scale and long-term impact. To that end, the program aims to identify and support - with funding and mentoring - top design innovations in the country capable of creating this impact in the social sector.

The first edition of the Design: Impact Awards (DIA), launched in August 2017 received **993 applications** across India, covering multiple sectors like Environment, Health & Sanitation, Agri-Tech and Education. The **eight best product design innovations** received a grant of Rs 65 lakh each as well as capacity building/mentoring support over the course of two years. Based on the wide encouragement and reception that the Design: Impact Awards received amongst social entrepreneurs, the program has evolved to include larger ecosystem support, and will be launched in 2020 as the **'Design: Impact Movement'**.



## The Design Impact Movement

The program is targeted at youth with a special focus on students from Design, Engineering and Architecture backgrounds (as 74% of the DIA participants belonged to these streams). We believe that the current generation of youth in India are motivated to solve large societal challenges, and a platform like the Design Impact: Movement will provide them this opportunity. The inaugural edition of the program will focus on three thematic areas: **1) Agriculture and Livelihoods 2) Environment and 3) Healthcare**. The movement is scheduled to launch in November 2020 and aims to reach out to more than 100,000 youth through various outreach and engagement activities in the next 3 years as detailed below. Upon registration, every participant is given access to a gamified online platform that guides them through their project journey and unlocks various resources according to the commitment shown towards the goal of product design for social needs

### 3. The opportunity

REACHA is looking to hire a brand strategist, who will provide strategic branding and communication inputs for the Design Impact: Movement. The brand strategist onboarded, will be expected to develop an operational plan that builds out the branding and communication of the project while working along with the program's creative team and providing guidance where needed. The brand strategist will also be responsible for determining the brand & design language for the program, based on the overall intent and target audience for the project.

### 4. Responsibilities and Duties

<b>A. Branding and Communication</b>
<p><b>Key activities</b></p> <ul style="list-style-type: none"> <li>• Providing strategic direction for communication and branding in line with project intent and philosophy.</li> <li>• Creation and regular updates to the brand guidelines</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>• Brand Guidelines</li> </ul>
<b>B. Online and Offline Launch</b>
<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>• Support in the creation of a framework for the online and offline launch of the program</li> <li>• Engage with the team and develop ideas of events and activities to be conducted before and after programme launch</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>• Basic event guidelines and ideas</li> <li>• Pitch deck</li> </ul>
<b>C. Creatives and Merchandise</b>
<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>• Creation of guidelines for videos for the project tech platform and regular updates to the same</li> <li>• Creation and updating of social media guidelines for social media posts on project pages</li> </ul>



- Creation of guidelines for tech screen development
- Overseeing the production of creatives for social media
- Providing inputs for merchandise production

**Deliverables**

- Video Guidelines
- Mockups for technology platform screens
- Social Media Guidelines
- Design for merchandise

**Timelines:** 1 October 2020- 15 March, 2020

**5. Job Requirements**

- Previous work must match the quality and nature of deliverables expected in the project
- Pricing of the work must be in line with the available financial resources for the programme
- At least 3 years of experience in conducting the required work

If you interested in this short term opportunity please send a cover letter along with your portfolio [nikhil@recha.org](mailto:nikhil@recha.org) with cc to [Mamatha.recha@gmail.com](mailto:Mamatha.recha@gmail.com).

The subject line of the mail shall be **DI Movement - Brand Strategist & Design Consultant**