



Gram Vaani Community Media

Gram Vaani is raising \$0.5M in equity investment to build the equivalent of a Facebook for rural India! We want to rapidly expand our team and are looking for high energy individuals to join us and bring professional expertise to the company. Please take a look at the job descriptions below and write to us.

- **Director, Business Development:** Define and market products on the Goonj network for corporate partners
- **Director, Programs:** Develop novel offerings in partnership with social sector organizations
- **Director, Operations:** Bring user insights to improve the Goonj service, and administer the internal and field teams to run Goonj

Director, Business Development

[Define and market products on the Goonj network for corporate customers]

Job profile

- Develop the advertising and market research product for Goonj
 - Engage with potential customers to get feedback
 - Build customer engagement strategy
 - Segment the market and develop relevant offerings
- Create surveys to track user profiles and define target customers
- Manage telecom partnerships
- Interface with the operations team to execute the service
- Track margins and increase profitability

Qualifications

- MBA from a leading business school
- 8-10 years job experience
- Mobile content/VAS/media/advertising background
- Knowledge and passion for the social development sector
- Exposure to rural telecom

Remuneration

- Attractive employee stock options in the 2-3% region
- Salaries at par with industry standards
- Challenging and energetic work environment you will not find anywhere else



Gram Vaani Community Media

Director, Programs

[Develop novel offerings in partnership with social sector organizations]

Job profile

- Engage with social sector organizations in the health, education, livelihoods, financial inclusion, and governance sectors to understand their operational models
- Develop customized concept notes and co-funding proposals
- Engage with the technology and operations teams to execute the proposal
- Build a clear impact assessment mechanism for the customers
- Supervise a project management and reporting team for large contracts
- Track margins and increase profitability

Qualifications

- Rural management/MBA/social development Masters degree from a leading school
- 8-10 years experience in the social development sector
- Prior employment with a funding agency or a leading NGO
- Experience in using ICTs for development
- Large network of contacts in the social sector: international NGOs, UN agencies, funding agencies
- Experience in writing funding proposals

Remuneration

- Attractive employee stock options in the 2-3% region
- Salaries at par with industry standards
- Challenging and energetic work environment you will not find anywhere else



Gram Vaani Community Media

Director, Operations

[Bring user insights to improve the Goonj service, and administer the internal and field teams to run Goonj]

Job profile

- Identify new opportunities and services that can be provided to users and partners
- Translate user/customer needs to re-strategize various company verticals including technology and business dev
- Manage the internal and field teams in different states
- Develop coordination and reporting processes within the team
- Identify bottlenecks to improve functional efficiency of the teams: content publication, creation, reporting, analytics
- Partner with NGOs, CBOs, and other agencies to grow the network
- Strike partnerships with government departments
- Track key performance metrics and flag internal inefficiencies

Qualifications

- Rural management/MBA/social development Masters degree from a leading school
- 6-8 years experience in the social development sector
- Managerial experience of running a team of 50+ people
- Experience in using ICTs for development
- Experience in creating processes and reporting structures for unskilled field teams in rural areas
- Knack for relating to people and build long lasting relationships

Remuneration

- Attractive employee stock options in the 2-3% region
- Salaries at par with industry standards
- Challenging and energetic work environment you will not find anywhere else

All positions are based out of New Delhi but will require travel to various parts of the country, including rural areas. Please email your CV to contact@gramvaani.org



Gram Vaani Community Media

Gram Vaani, meaning 'voice of the village', builds innovative technologies and sustainability processes to reverse the flow of information and make it bottom-up instead of top-down. We want to empower poor and marginalized communities to voice their opinions and demands. Starting in 2009, we built a pioneering radio automation system that now runs at 30+ community radio stations in India and 5 in Africa, enabling an aggregate population of 2 million people to create their own local media. In 2011, we built a radio-over-phone citizen journalism service that is now deployed at Jharkhand and eastern UP in India, and in Afghanistan and Pakistan internationally, and has a cumulative usage of over 7000+ calls per day. We are also building similar services in urban areas for citizen-based monitoring of public services. Our technologies thus empower even poorly-literate and low-income communities to create and share local content.

We have won several awards:

- Knight News Challenge in 2008
- Manthan Awards in 2009
- Economic Times Power of Ideas awards in 2010
- Rockefeller challenge in 2012
- mBillionth South Asia Award in 2012
- Grand Challenges Rising Stars award in 2012

Gram Vaani has been founded by team of young professionals keen to follow their passion and leverage their background for creating meaningful change in society.

- Aaditeshwar Seth did his BTech from IIT Kanpur and PhD from the University of Waterloo, both in computer science, and is now a faculty at the IIT Delhi while also leading the conceptualization of new technologies that can be applied to the rural context.
- Zahir Koradia did his MTech from IIT Kanpur, and is close to completing his PhD from IIT Bombay based on much of the work on community radio that he spearheaded at Gram Vaani.
- Dinesh Kapoor did his MTech from IIT Delhi, worked with Microsoft Seattle for several years, and is now using his technical background to build robust and easy to use technologies for the bottom of the pyramid.
- Mayank Shivam studied at IIT Kanpur and IIM Lucknow, worked with McKinsey Inc. for several years before jumping into entrepreneurship, and now advises Gram Vaani on strategy and management.

Write to us quickly to be a part of the team and the revolution we are trying to create that will change the nature of governance, citizen engagement, and media for rural India.