



**ASHRAYA INITIATIVE FOR CHILDREN  
ADMINISTRATIVE TEAM POSITION DESCRIPTIONS**

**Title:** Marketing Editor

**Reports to:** U.S. Marketing Director, International Marketing Director, CEO

**Organizational Profile**

The Ashraya Initiative for Children (AIC) is a young non-profit that runs various programs designed to benefit orphans, street children, slum children, and their communities of origin in Pune, India. Started by college students around the globe in April 2004, AIC opened its Residential Program in the summer of 2005, the Education Outreach Programs the following summer in 2006, the Health Outreach Program in 2007, and a series of interwoven Community Outreach initiatives in 2008.

**Position Information**

The Marketing Editor will be responsible for editing all of the organization's marketing texts. This includes, but is not limited to: e-newsletters, content of our new website, our brochures and flyers. In addition, the Editor will ensure that our website content is keyword efficient. The Editor will work closely with other Board Members and volunteers to produce our newsletter, and in the future, may be enlisted to work on a print version of our newsletters.

**Qualifications**

The Editor must be a native English speaker, creative, reliable and organized. We are looking for an individual with experience in editing, web editing, and creative, promotional writing. In addition, the Editor must have good people skills, as they will be in regular contact with Board Members, regional AIC groups, volunteers, and house-directors to collaborate in making the newsletter and updating our supporters on what the organization is doing.

**Duration of Position:** Candidates should be able to commit to one year at the minimum.

**Time Commitment:** Candidates should expect to commit an average of five to ten hours per week to the organization, with the understanding that this may vary from week to week.

**Other Information:** To begin the application process, please complete an online application at <http://spreadsheets.google.com/viewform?hl=en&formkey=dGQxd0wcl9zSVBHQIF4RIRiVVITZEE6MA> and submit a resume, statement of interest, and a creative or promotional writing sample to [eric@ashrayainitiative.org](mailto:eric@ashrayainitiative.org) as soon as possible. Decisions will be made on a rolling basis. We expect to fill all positions by mid-April, but the process may take longer or shorter depending on the number of applications we receive.



**ASHRAYA INITIATIVE FOR CHILDREN  
ADMINISTRATIVE TEAM POSITION DESCRIPTIONS**

**Title:** Webmaster

**Reports to:** U.S. Marketing Director, International Marketing Director, CEO

**Organizational Profile**

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**Position Information**

The Webmaster will be responsible for developing a new website, while maintaining brand continuity with our other web-based endeavors (twitter, facebook, blog). The Webmaster will be responsible for the layout, visual appearance, and usability of the website. The Webmaster will help manage the electronic newsletter, help set up and create web applications, banners, widgets, RSS feeds and links to partner websites. The Webmaster will maintain the website on a regular basis and support. The Webmaster will also be expected to provide advice and guidance on strategic and creative enhancements.

**Qualifications**

The Webmaster must be fluent in English, and knowledge of additional languages is a plus. The Webmaster must have experience designing, implementing and maintaining websites with a strong knowledge of graphic creation, editing, and optimization. Experience working on multi-lingual websites is a plus.

**Duration of Position:** Candidates should be able to commit to one year at the minimum.

**Time Commitment:** The time commitment will vary depending on the week and the project. However, we require that the Webmaster commit to 7 to 10 hours per week.

**Other Information:** To begin the application process, please complete an online application at <http://spreadsheets.google.com/viewform?hl=en&formkey=dGQxd00wcl9zSVBHQIF4RIRiVVITZEE6MA> and submit a resume, statement of interest, and examples or a portfolio of websites you have worked on to [eric@ashrayainitiative.org](mailto:eric@ashrayainitiative.org) as soon as possible. Decisions will be made on a rolling basis. We expect to fill all positions by mid-April, but the process may take longer or shorter depending on the number of applications we receive.



**ASHRAYA INITIATIVE FOR CHILDREN  
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**Title:** Graphic Designer

**Reports to:** U.S. Marketing Director, International Marketing Director, CEO

**Organizational Profile**

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**Position Information**

The Graphic Designer will work closely with the Editor to design the organization's paper material, including, but not limited to, newsletters, brochures, letterhead, and artwork.

**Qualifications**

The Graphic Designer must be fluent in English, and knowledge of additional languages is a plus. The Graphic Designer must have experience designing paper materials.

**Duration of Position:** Candidates should be able to commit to one year at the minimum.

**Time Commitment:** The time commitment will vary depending on the project, with some projects requiring significant feedback from the board of directors, and coordination with other members of the organization. We require the Graphic Designer to commit to 5 to 7 hours per week.

**Other Information:** To begin the application process, please complete an online application at <http://spreadsheets.google.com/viewform?hl=en&formkey=dGQxd00wcl9zSVBHQIF4RIRiVVITZEE6MA> and submit a resume, statement of interest, and examples or a portfolio of your work to [eric@ashrayainitiative.org](mailto:eric@ashrayainitiative.org) as soon as possible. Decisions will be made on a rolling basis. We expect to fill all positions by mid-April, but the process may take longer or shorter depending on the number of applications we receive.