

## Opening for Content Innovations Officer for Mobile Vaani

The Media industry on the Internet today is undergoing a tremendous shift. All steps in the value chain, from content creation to editing to distribution, are being rewritten.

All this is however happening on the Internet which is accessible to only 20% of the world's population today. The rest of the world is using phones but not the Internet, and this is a HUGE 4.8 billion user population waiting to be tapped with new media forms and to be transitioned to online.

Mobile Vaani is going after this market.

And not as just a commercial opportunity, but with the realization that this population is poor, they cannot read and write well, they do not have access to good opportunities to grow, therefore a new strategy is required.

Mobile Vaani is such a strategy.

Mobile Vaani is a venture with a vision – to provide life impacting information to this underserved population – so that people are empowered with not just access to information but with tools to share their knowledge with others and to connect with stakeholders who can work with them to change their lives.

We are NOT a technology company – we surely use technology in a big way – but we are much more. We are an information company – we work with our partners to build content plans for campaigns, we do native advertising, and we closely and deeply understand and love our users – that is why we have been able to build an amazing traction with our users with stellar retention rates. We are also a unique community building company – we know that working with this population which is disadvantaged and not well literate and not digitally literate either, requires handholding. This handholding cannot be provided remotely, so we are present with our users in the field. We meet our users, we interact with them, we train them to use technology, and we train them to mobilize their friends and build communities on the platform.

We believe that we can make a serious difference in the world. And we have not done too badly. We have an active user base of over 2 million users largely in the Hindi belt in India. Over 120 organizations are using our platforms this very moment. We are a team of extremely hard working 50 members spread across our offices in Delhi, Bangalore, and Ranchi, and field teams in Jharkhand, Bihar, MP, and Orissa.

Join us if you want to change the world.

## The opening

We are looking for a dynamic team member to bring innovations to our content programming. The content programming is geared towards driving discussions among our Mobile Vaani users, which requires creativity, imagination, a careful understanding of the users, and just as good an understanding of what messages our customers want to put across. The person will have to:

- Engage with the programs teams of our customers to understand their requirements
- Design content plans on challenging themes such as early marriage, domestic violence, and sexual health
- Script the content
- Edit and produce content/audio snippets
- Coordinate with different Mobile Vaani internal teams to execute the campaigns
- Analyse the data and send recommendations to the customers

Beyond this, the sky is indeed the limit. We are constantly innovating new ways to create information flows between entities who otherwise do not communicate well with each other, be it between citizens and government departments, beneficiaries and NGOs, customers and companies, people with other people, people with experts, and are always looking for team members who can bring new insights to the company.

## The culture

We are a lean start-up and growing quickly. This means the chosen candidate will need to be very comfortable managing rapidly changing requirements and accordingly envision, build and deploy new strategies and tactics to quickly respond. The person will need to make the most out of limited resources, and be able to work and act independently to lead the assignment. The upside to our methods is that we are building a business that has never been seen before by providing highly desired services to millions of people who have consistently been under looked by existing service providers. The position will be at the vanguard of this transformative opportunity and working with us will be an amazing, highly rewarding experience.

## Qualifications

- The person should have:
  - A graduate or post-graduate qualification in mass communication or development communication
  - Sound reading, writing, and speaking ability in Hindi
  - Project management skills
  - High levels of general awareness
  - Experience with basic data analytics
  - Ability to work independently and take initiative
  - Most importantly, a commitment towards social development
- 2-4 years of experience in the social sector and rural development projects
- Diverse experience across health/education/accountability sectors is a plus
- Exposure to community radio/television/print media is a plus
- Experience of working with audio editing software is a plus
- Content development in the commercial media or news sector is a plus

## Write to us

The position is based out of New Delhi but will require travel to various parts of the country. Please email your CV to [contact@oniondev.com](mailto:contact@oniondev.com)

## Read about our work

<http://gramvaani.org>

<http://oniondev.com>

<http://mobilevaani.in>

## About us

Mobile Vaani is a product of the social enterprise OnionDev, formed out of a merger between the Gram Vaani team and OnMobile's Life Impacting Services team.

Gram Vaani, meaning 'voice of the village', has been building innovative technologies and sustainability processes for the underserved population, to be able 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 40+ community radio stations in India and 10 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 in central India, and in Afghanistan and Pakistan internationally, and has a usage of over 15000+ calls per day. Our technologies thus empower even poorly-literate and low-income communities to create and share local content.

OnMobile is a large global Value Added Services company delivering services in over 50 countries around the world. The Life Impacting Services division of OnMobile was formed with the vision to leverage the deep telecom integration of OnMobile to provide information and services that could change the lives of the underserved. Together with several internationally acclaimed development organizations and health service providers, we have built products for community health workers, for active citizens of the country to track corruption, enable people to access health services via mobile phones, and with agriculture companies to deliver information and advice to farmers working with them. With over 1800 nodes deployed across the country with all major telecom operators, and with a country-play in 10 other countries in developing markets, we bring the required expertise to provide information services to the poor in affordable and scalable ways.

Oniondev formed as a merger between Gram Vaani and OnMobile's LIS team brings together the competencies of both the teams in extremely synergistic ways.

Our teams have won several awards:

- Knight News Challenge in 2008 for low-cost technology for community radio stations
- Manthan Awards in 2009 for innovations in technology for development
- Economic Times Power of Ideas awards in 2010 for our unique business model
- mBillionth South Asia Award in 2012 for innovations in journalism for rural areas
- Grand Challenges Rising Stars award in 2012 for improving health services using tech
- mBillionth South Asia Award in 2014 for innovations in citizen journalism using mobiles
- Flame Rural Marketing Award in 2014 for our unique advertising and marketing model
- Global Social Business Incubator in 2015 to mentor us and build an investor profile
- Nasscom Social Innovation Award in 2016 for Mobile Vaani, the unique bottom-up media platform