YOUNG HOPES OF INDIA FOUNDATION

Job Position – Content Writer (Punjabi and English)

About Us

Young Hopes of India Foundation is working to channelize the potential energy of world's largest youth population.
The aim is to give a platform to all who genuinely want to work in a positive, constructive, and solution-oriented environment. Our organisation strives to inculcate a giving-back attitude in individuals and help them realise their responsibilities towards society.
The initiative focuses on 17 key challenges shaping the state — from unemployment, drug abuse, and migration to education, environment, and governance — through community dialogue circles, research, and citizen-led action projects across all 23 districts of Punjab.

Role Overview

Content Writer will be the voice that ties our work together. You'll write stories, reports, scripts, and campaign messages that speak to everyday Punjabis while staying grounded in facts, empathy, and cultural insight. You'll translate research into accessible language, turn field experiences into compelling narratives, and build communication that inspires action.
If you're fluent in both Punjabi and English and can switch between the two without losing nuance, this role will feel natural to you.

Key Responsibilities

1. Writing and Content Development

- Craft clear, engaging content in Punjabi and English for reports, articles, social media, newsletters, and campaign materials.
- Translate research findings, field insights, and community stories into readable and relatable narratives.
- Develop scripts for videos, interviews, and awareness campaigns.
- Maintain consistency in tone, language, and messaging across platforms.

2. Research-Backed Storytelling

- Work with the Research Wing to simplify complex data into everyday language.
- Write thematic pieces on Punjab's social, cultural, and economic issues.
- Support documentation of field visits, dialogue circles, and local action projects.

3. Digital and Print Communication

- Draft captions, posts, and long-form content for social media and print material.
- Write content for campaign calendars, awareness drives, and cultural engagement initiatives.
- Assist in building a strong narrative for the Gall Punjab Di movement.

4. Collaboration and Coordination

- Partner with the Graphic Design, Social Media, and Research teams to create cohesive communication.
- Coordinate with volunteers and field teams to collect stories, quotes, testimonials, and district-level updates.
- Support content needs for events, workshops, presentations, and reports.

Preferred Background and Skills

- Strong command over Punjabi and English (written and verbal).
- Experience in content writing, journalism, communication, or storytelling (NGO, academic, or media backgrounds are welcome).
- Ability to write for diverse formats: short-form, long-form, scripts, reports, and narratives.
- Comfortable working with research material and converting it into accessible content.
- A genuine interest in Punjab's issues, culture, and community-driven change.
- Ability to work independently and meet timelines without losing quality.

What You'll Gain

- A chance to shape the voice of a state-wide movement rooted in service, clarity, and cultural renewal.
- Exposure to grassroots stories and real-world perspectives across Punjab.
- Mentorship from experienced communicators, researchers, and cultural practitioners.
- Freedom to experiment with formats, styles, and storytelling frameworks.
- An opportunity to create meaningful work that strengthens Punjab's civic and cultural fabric.

How to Apply

- Visit www.yhif.org/careers or submit the form : https://forms.gle/NcAjVeQFpMmoi8Jw5