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**Dear Prospect,**

Warm Greetings. Here's introducing, Reading Right- an ed-tech startup that conducts research-based/critical news learning programs and is India's first organisation in the field of explanatory journalism. In a world of media illiteracy, the value add from news learning has lost its meaning and implication while we are here to change it. Our objective is not just to see that the masses read news articles but it is to ensure that they read quality content about the world and leverage it to build solutions to complex problems across all realms. We intend to culminate the education commenced by institutions. We believe and quite strongly that a whole new relevant system of education can be carved from news articles across platforms. Just like the traditional curriculum the news curriculum too seeks formal help in selecting, understanding & utilising the reading material; And we are here to provide precisely that- only in a manner that is way more:

- ✓ **Faster**- with crisp, to the point explanations & information to be learnt within minutes.
- ✓ **Relatable**- with the support of animated infographic videos for every piece of content explained in writing.
- ✓ **Understandable**- With explanations from those who actually understand.
- ✓ **Accessible**-with the use of a clean, easy to access app.
- ✓ **Engaging**- With games that enable assuming of real world job roles.

**"An app that seeks to ensure every age between 14-60 reads & thoroughly understands-meticulously selected educative news articles; although, not by providing an overall dumbed down version of the original article like most explanatory journalism efforts, but by use of clickable buttons on the article syndicated (from selective publications only), so as to extract the explanation & context for every concept, every word & every incomprehensible line thereat; while substantiating each article with infographic videos and games."**

**Who we seek in our team?**

Our team comprises of individuals from only the top institutions in the country across various fields. We are looking for folks who are smart, creative and can think and communicate like no other. You must be ready to roll up your sleeves and get work done. Any and every work. Impossible can exist either inside or outside of you. If it's the former, then don't bother reading the rest. As for the latter, if you have the power of possible within you then what ground does any impossibility have to stand outside of you. While all this sounds empowering, remember excellent execution is the real game changer. We seek your ability to communicate efficiently, effectively & excellently both orally & in-writing. Brag your oratory skills all you want while basking in the wittiness of good writing; But what we want to know is if you are sensible & courteous with your communication because that is going to tell us whether you are leader material.

## **So what is your work going to look like?**

1: It will start with you understanding our work, gauging it from every aspect and finally evaluating it. If you are convinced about the value we create we can then begin your next step.

2: You will be required to speak with educational institutions and help create (only strategically- tech know how not needed) customised versions of the tool for them. You will then be required to get the institutions to utilise the tool and thereafter track the usage. You will be required to come up with ways to improve & effectuate usage.

3: You will be required to repeat this for a range of educational institutions and ensure a growth in the number of institutions onboarded over time.

4: You will be required to ensure a hands on follow up to track responses/reverts from the educational institutes so as to re-strategise and align with their requirements. A follow up will also be needed to track their tool usage and receive their feedback.

5: In addition to the above you will be required to assist with recruitment which will necessitate interacting with stellar institutions across the country, building engagement avenues and increasing company visibility so as to increase the overall number of applications across all roles.

6: You will be required to follow up for the above, across institutions and be extremely comfortable with reaching out to institutions with no prior introduction.

7: You should be able to drive conversations among all stakeholders: principals/directors/deans-teachers/professors- students/student representatives- administration-facilitators with or without decision making authority.

8: You will be required to work with school children to drive their individual growth & learning while being their mentor.

9: You will be responsible for the program conceptualisation & co-ordination for all outreach activities, marketing initiatives and programs.

## **This is what we call the deal cracker**

- Ability to communicate across and within teams so as to make the working a seamless process for all.
- Being meticulous with database management, ppt making, excel updation among others.
- Being driven, compliant with deadlines, open to criticism while being able to provide one without being uncourteous.
- Ability to work relentlessly and at beck & call.
- Comfortable working with teams and individually.
- Ability to prioritise and perform in a high pressured environment.
- Ability to learn and excel at new things on the job.
- Ability to outperform multiple tasks while adhering to deadlines.

## **What do you get by working with us?**

First of all you get an opportunity to work with the best educationalists across India. Furthermore you get to work across multiple roles and functions as both team members and team leaders. By design, an early-stage startup comes with uncertainty, challenges, responsibility, to which we at Reading Right further add flexibility, ownership and your authority.

Secondly, you get an opportunity to grow your career at an exponential rate. You get a chance to be considered for leadership positions.

Thirdly, you will have built a network of people, who we guarantee, are exceptional and smart. They are ranging from every possible field and trust us when we say they are the best there is.

Finally, you will find a family that has your back for everything! We hustle, also our way into hearts!

Now, If you are looking for an unprecedented experience and journey then you know what to do! But do not forget it all starts with Reading Right!

### **Remuneration:**

6 month probation period with a stipend of 8-10k per month followed by full time roles with packages between 5-8 Lpa (based on profile).

### **Are you going to have fun?**

If you haven't understood that our product is one of its kind and a classic one that is about to change the shape of India's education then either you do not know about our product (app & its features) or you do not know about it. So find out about the Reading Right app. But to answer the question for now, fun is an understatement, you are about to change the rules of the game, it doesn't get any better!

Apply Now At : <https://www.readingright.in/career/admin-team/>

While we wait to hear from you,

Best,  
Team Reading Right