

JOB DESCRIPTION



OPENING FOR: MANAGER-COMMUNICATIONS

NAME OF THE PROGRAM: CENTRAL OPERATIONS

ROLE REPORTS TO: CHIEF EXECUTIVE OFFICER

LOCATION: SANTACRUZ

ABOUT SNEHA

A secular, Mumbai-based non-profit organisation, SNEHA believes that investing in women's health is essential to building viable urban communities. SNEHA targets four large public health areas: Maternal and Newborn Health, Child Health and Nutrition, Adolescent Health and Prevention of Violence against Women and Children.

Our approach is two-pronged: it recognises that in order to improve urban health standards, our initiatives must target both care seekers and care providers. We work at the community level to empower women and slum communities to be catalysts of change in their own right and collaborate with existing public health systems and health care providers to create sustainable improvements in urban health.

PURPOSE OF THE ROLE

The Communications Manager will design and implement the communications strategy for SNEHA to advance the organisation's goals.

DUTIES & RESPONSIBILITIES

1. Define the overall communications strategy for the organization for all its stake holders and be responsible for its planning and execution and managing the annual communications budget along with the CEO and Finance team.
2. Effectively communicate the rationale for the organization and its various initiatives and programs using a variety of mediums across the organization's stakeholder map. Manage central, pan-organization communications as well as working with programs to identify talking points and conceptualize and execute communication products including write-ups, Op-eds, thought leadership pieces, BuzzFeed style videos, social and digital media products, press coverage, newsletters, case stories etc.
3. Manage the website and all digital properties ensuring timely updating, security checks and data backups, by hiring and managing an external vendor. Be responsible and the point person for all matters pertaining to the website in SNEHA.
4. Be Responsible for the organization's varied and integrated communication outputs including newsletters, annual report, program collateral material, website, social media, print media, mass media including interface with vendors for the same
5. Pitch the organization's work and credentials for awards and recognition, by identifying suitable awards and proactively applying for the same.
6. Have the ability to understand policy and changes in external environment relate its relevance to the organization's work and work proactively with program teams sensitize staff on latest developments through monthly/ weekly blasts of news articles and new research. Build capacity among the program team and documentation personnel by conducting workshops on photography, newsletter design, graphic design, blogs and social media management.
7. Supporting the fundraising team by creating communications collaterals such as presentations, write-ups and briefs.
8. Support program and domain teams in disseminations, consultations and other events by liaising with the media and taking ownership of all communications collateral for the same.

9. Manage media relations for coverage across media channels as well as responding to and managing inbound media queries. Preparing fact-sheets, press releases for events, seminars.

OUTCOMES EXPECTED

1. Achieving communication deliverables of the organization
2. Increasing SNEHA's visibility and influence over its stake holders through accurate communication of its work
3. Demonstrating leadership, culture, and values of the organization
4. Ensuring consistency and continuity, representing SNEHA as a whole, taking initiative and responsibility of being well informed about the organization, the development sector and the area of public health and nutrition

EDUCATIONAL QUALIFICATIONS & EXPERIENCE REQUIRED FOR THIS ROLE

1. Bachelor's degree in Communications, Media, journalism or related field. Master's Degree is preferred.
2. A background or interest in Nutrition/ Public Health/ Development sector is preferred
3. A minimum work experience of 5-7 years, with at least some experience in working on nutrition / public health/development sector; in communication of newsletters, annual reports, marketing collateral, social media, print media etc.
4. Good writing skills with the ability to be the voice of our organization across social media channels and other communication collaterals.
5. A working knowledge of mail chimp, WordPress, MS Office, social media management tools, etc.
6. Ability to strategize, generate sound ideas and execute well
7. Exceptional fluency in Hindi and English. Knowledge of Marathi is a bonus
8. Extensive successful writing experience with a variety of print and online media communication
9. Proven ability to manage collaborations / partnerships with vendors, agencies, freelancers, designers
10. Comfort with site-visits and working in slum settings.

PERSONAL ATTRIBUTES

1. Achievement mind set and an eagerness to take initiative
2. Enjoys communication in all forms – written, oral and online
3. Constantly learning and innovating
4. Sound values and work ethics

APPLICATIONS

Interested Candidates can send their CV's with cover letter by Date on recruitment@snehamumbai.org with the Subject Line: **SNEHA- MANAGER-COMMUNICATIONS.**