Job Description: Manager – Communication

OBJECTIVE: The Communications Manager will design and implement the marketing and communications strategy for SNEHA to advance the organisation’s goals.

THE PROFILE:
1. Define the overall marketing & communications strategy for SNEHA for all its stakeholders and be responsible for its planning and execution and managing the same.
2. Manage organisation communications as well as supporting programme teams to conceptualize and execute communication products including write-ups, Op-eds, thought leadership pieces, buzzfeed style videos, photography, 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, including co-ordination with external vendors.
4. Be responsible for the organisation’s varied and integrated communication outputs including newsletters, annual report, programme collateral material, mass media etc
5. Pitch the organisation’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 and relate its relevance to the organisation’s work and work proactively with programme teams to sensitise staff on latest developments
7. Build capacity on communication among the SNEHA team
8. Supporting the fundraising team for fundraising campaigns, events and communications collateral
9. Support programme and other internal teams in disseminations, consultations and events by liaising with the media and taking ownership of all communications collateral for the same.
10. 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 etc.
11. Develop external media and communications partnerships to project SNEHA’s work in public health and nutrition.

OUTCOMES EXPECTED
1. Achieving communication deliverables of the organisation
2. Increasing SNEHA’s visibility and influence through accurate communication of its work
3. Building brand SNEHA
4. Demonstrating leadership, culture, and values of the organisation
5. Ensuring consistency and continuity, representing SNEHA as a whole, taking initiative and responsibility of being well informed about the organisation, the development sector and the area of public health and nutrition
PREFERRED QUALIFICATIONS, EXPERIENCE AND COMPETENCIES

1. Master’s degree in Communications, Mass Media or related field.
2. A background or interest in public health and nutrition is preferred.
3. Work experience of at least 6-8 years in the development sector in the communication space.
4. Good writing skills with the ability to be the voice of SNEHA across communication platforms.
5. A working knowledge of ZOHO CRM, Wordpress, MS Office, social media channels, online fundraising platforms etc. Basic knowledge of Photoshop, Illustrator/Corel Draw, Canva etc. will be an added advantage.
6. Ability to strategize, generate sound and creative 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 and media.

PERSONAL ATTRIBUTES

1. Achievement and growth mind set with 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
5. Believes in team work and collaboration

SALARY AND EMPLOYMENT CONDITIONS

Salary will be based on experience and existing banding for the role. The position is based in Mumbai and reports to the CEO.

APPLICATIONS

Interested applicants can send their updated CVs to: amrita.srivastava@snehamumbai.org with Subject line-SNEHA- Central Operation - Manager - Communication - Santacruz