## Job Description

<table>
<thead>
<tr>
<th>Designation</th>
<th>Manager Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>Central Operations</td>
</tr>
<tr>
<td>Location</td>
<td>Santacruz, Mumbai</td>
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<tr>
<td>Reports to</td>
<td>Consultant Associate Director Fundraising &amp; Communication</td>
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<tr>
<td>No of Direct Reporting</td>
<td>1</td>
</tr>
<tr>
<td>Total Team size</td>
<td>3</td>
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<tr>
<td>Employment Level</td>
<td>Manager</td>
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</tbody>
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### 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 is 450+ person strong, innovative and progressive organization that works on health and nutrition in urban slum pockets with women and their families. SNEHA follows the life-cycle approach to health and nutrition, by intervening at critical junctures (adolescence, preconception, conception, pregnancy, postnatal, infancy and toddlerhood, family planning) to ensure improved health and nutritional outcomes for women and children living in some of Mumbai’s most vulnerable and deprived slums and in the Mumbai Metropolitan Region (MMR) as well. SNEHA recognizes that, in order to improve urban health standards, our initiatives must target both care seekers and care providers. We work with communities residing in informal settlements to empower women and 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. We have currently 6 programs running across SNEHA which are Maternal and Child Health (MCH), Empowerment Health and Sexuality of Adolescents (EHSAS), Prevention of Violence against Women and Children (PVWC), Public Systems Partnership (PSP), SNEHA Shakti, Palliative Care and various domains/departments under Central Operations, Research & Information Management.

### Job Purpose

To ensure implement and design the communications strategy for SNEHA to advance the organization’s goals

### Scope of Job

**Across SNEHA**

### Key Task

- Define the overall communications strategy for the organization for all its stakeholders and be responsible for its planning and execution and managing the annual communications budget along with the Domain Head, CEO and Finance team.
- 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, buzz feed style videos, social and digital media products, press coverage, newsletters, case stories, etc.
- 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.
- 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
- Pitch the organization’s work and credentials for awards and recognition, by identifying suitable awards and proactively applying for the same.
- Have the ability to understand policy and changes in the external environment, relate its relevance to the organization’s work and work proactively with program teams to 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.
- Supporting the fundraising team by creating communications collateral such as presentations, write-ups, briefs, donor mailers, social media posts and online/offline campaigns.
- 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.
- 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.

Management Responsibility
- Achieving communication deliverables of the organization
- Increasing SNEHA’s visibility and influence over its stakeholders through accurate communication of its work
- Demonstrating leadership, culture, and values of the organization
- 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

Personal Attributes
- Achievement mindset and an eagerness to take initiative.
- Enjoys communication in all forms – written, oral and online.
- Constantly learning and innovating.
- Sound values and work ethics.

Desirable Skills for This Role
- Background or interest in Nutrition/ Public Health/ Development sector
- Good writing skills with the ability to be the voice of our organization across social media channels and other communication collaterals.
- A working knowledge of Email tools (e.g. MailChimp), WordPress, MS Office, social media analytics, etc.
- Ability to strategize, generate sound ideas and execute well.
- Exceptional fluency in Hindi and English. Knowledge of Marathi is a bonus.
- Extensive successful writing experience with a variety of print and online media communication.
- Proven ability to manage collaborations / partnerships with vendors, agencies, freelancers, designers.
- Comfort with site visits and working in slum settings
- Experience in working in the nutrition / public health/development sector; in communication of newsletters, annual reports, marketing collateral, social media, print media, etc.

Qualification & Experience
- Master’s degree in Communications, Media, journalism or related field.
- 5 to 7 years

APPLICATIONS
Interested candidates can send their CVs via email to amrita.srivastava@snehamumbai.org with Subject line: Manager Communications