Communications Manager

Apnalaya works with the urban poor - Enabling access to basic services, healthcare, education and livelihoods; Empowering them to help themselves; and Ensuring provision of civic entitlements through advocacy with the government.

We are looking for a creative story teller who is committed to social development. You will support the delivery of effective communications activities across the organisation and will amplify the work of Apnalaya.

Work Station: Chembur, Mumbai. Reporting Manager: Chief Executive Officer

**Job Responsibilities**

**TOOLS, COLLATERALS & REPORTS**

You will support the development of content for all key collaterals for Apnalaya. Specific Tools and Collaterals will include the following:

- **Collaterals** (Program Brochures, Fact Sheets, Pamphlets, Leaflets, Caselets) - you will facilitate the updating of these collaterals as and when required and will monitor/facilitate reprinting
- **Bimonthly Newsletter** – Develop and distribute Apnalaya Newsletters. This will also include the oversight and regular updating of Apnalaya database
- **AV Films & Video Content** - Create video content for the organisation. This will also include liaising with vendors for the branding of professional videos from the field to prepare them for dissemination across Apnalaya platforms.
- **Apnalaya Annual Report** - You will be responsible to write the Annual Report which will include gathering case studies, highlights, impact data, images, internal reports and testimonials
- **Articles** - You will facilitate the scan, PDF, filing and upload of various media articles featuring/written by Apnalaya and ensuring their distribution across platforms (ie website, social media).

**DIGITAL COMMUNICATIONS**

**Website:**

- Assist in gathering information for the regular update of impact data, case studies and images on the site.
- Update the copy on the website
- Review website analytics, along with overall Social Media analytics, and develop short report, including monthly traffic, most popular pages, linkages to website and other information

**Social Media (Twitter, Instagram, YouTube, LinkedIn, Facebook):**

- Will be responsible for contributing to ideas and the development of content across all platforms as guided by CEO, including contribution to various campaigns
- Will be responsible for posting, and monitoring stakeholder comments, messages and engagement across platforms. This will include development of a weekly report for monitoring
engagement (i.e. comments, likes, responses to various types of articles etc.) to help inform social media strategy going forward
• Will be responsible for the upload of various AV Films and Video content on social media platforms and dissemination of the same across platforms

EVENTS SUPPORT
• Assist with the coordination of all branding for events, including invitations, agenda/programs, signage, standees, flex backdrops, kits, gifts and registration desk
• Ensure all events are documented in both photography and videography.
• Ensure all event photos and videos are filed and branded correctly, and are shared via various mediums i.e., social media for proper amplification of events

FUNDRAISING SUPPORT
• Support fund raising activities undertaken by the organization and/or Sustainability Director with digital campaigns
• Edit reports and proposals that are to be sent to donors/potential donors according to the branding guidelines
• Work with Sustainability Director to standardise Apnalaya collateral like proposals, concept noted, one pagers etc

MEDIA ADVOCACY
• Develop and maintain relationships with journalists
• Write and disseminating press releases for specific events

OTHER
• Collate information for development of Awards Applications in collaboration with key internal departments
• Provide administrative support to Communications Department on an as needs basis
• Participate in all Communications meetings
• Ensure effective information management (storage and organizing of files such as photos, case studies, data and other information) for easy access and record keeping.

Competencies

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<th>Skills-based Competencies</th>
<th>Qualifications &amp; Experience</th>
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<td></td>
<td>• Graduate/postgraduate in mass media or communications for development with at least 3-4 years of experience in similar roles</td>
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<td>• Excellent writing skills; proficient in Hindi &amp; English - both written and verbal</td>
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<td>• Knowledge of Canva</td>
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<td>• Knowledge of photo and Video editing software</td>
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<td>• Proven experience in managing projects</td>
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<td>• Skills in Media Advocacy</td>
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<td>Behavioral Competencies</td>
<td>• A detail-oriented person, with good communication</td>
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<td>• Diligent Worker, ability to multitask</td>
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<td>• A team player</td>
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