

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

<p>Skills-based Competencies</p>	<p>Qualifications & Experience</p> <ul style="list-style-type: none"> • Graduate/postgraduate in mass media or communications for development with at least 3-4 years of experience in similar roles <p>Mandatory</p> <ul style="list-style-type: none"> • Excellent writing skills; proficient in Hindi & English - both written and verbal • Knowledge of Canva <p>Desired</p> <ul style="list-style-type: none"> • Knowledge of photo and Video editing software • Proven experience in managing projects • Skills in Media Advocacy
<p>Behavioral Competencies</p>	<ul style="list-style-type: none"> • A detail-oriented person, with good communication • Diligent Worker, ability to multitask • A team player