

MANAGER, MEDIA AND COMMUNICATIONS LOCATION: NEW DELHI, INDIA

ROLE SUMMARY

The Manager, Media and Communications will lead the Communications efforts across the board including but not limited to media outreach and management, lead advocacy and project related communication campaigns and ownership of online/offline content & design. He/she should invest at least 3 years to the organization's mission.

ROLES AND RESPONSIBILITIES

- Assist the senior management team to maximise coverage of SLF's campaigns including developing media plans; distributing and following up media releases, booking interviews and responding to media requests.
- Assist in the evaluation of SLF's media based activities including monitoring media clips; editing web grabs; providing analysis of coverage as required; compiling, formatting, proofreading and editing the media elements of the evaluation report.
- Building relationships with media from across the country and ensure that they are provided latest data, statistics and expert opinions on road safety and emergency response.
- Regularly monitoring international, national and regional media coverage on road safety and related issues to stay abreast of any emerging trends and to identify opportunities and understand public sentiment on the issue and update the senior management on same
- Developing and executing a digital media strategy for SLF. Submit regular reports on digital communications activities, engagement levels, and progress
- Composing press notes, drafting the organization newsletter and organizing Press conferences as and when required. Handling media requests on a day to day basis. Tracking and collating coverage of the organization.
- Maintain and update the organizational website with event announcements, photos, news articles, newsletters, press releases, etc.
- Assist with development documents, including fundraising proposals, publications, and communication materials and campaigns
- Managing relationship with vendors to ensure that all activities to be coordinated by them are being done effectively and in a timely manner.

SKILLS, EXPERIENCE, AND QUALIFICATIONS

- Minimum 5 years work experience in Journalism, media management, PR or a related field.
- Graduates/Post Graduates with a background in Journalism preferred.
- Excellent verbal and written communication skills.
- Ability to work effectively as a team member and with minimal supervision.

COMPENSATION: Commensurate with knowledge and prior experience. Additionally, medical insurance and other benefits as per organization policy.

HOW TO APPLY: The interested candidate should send a copy of resume and a cover letter expressing an interest in the role and with details of current and expected annual CTC to careers@savelifefoundation.org. Mention the name of the position in the subject of the email.

ABOUT SAVELIFE FOUNDATION

SaveLIFE Foundation (SLF) is an independent non-profit organisation focused on improving road safety and emergency medical care across India through high-impact and strategic interventions at the policy as well as grassroots level. For more, please visit www.savelifefoundation.org.

In the recent past, SLF has secured protection for Good Samaritans who help injured persons, from ensuing legal and procedural hassles; convinced Government of India to draft and introduce a comprehensive road safety law for India; ensured ban on trucks from carrying protruding rods; trained over 10,000 Police personnel to rescue and revive injured persons on the road and got two Private Member Bills introduced in the Parliament.

SLF's path breaking work has been recognised both nationally as well as internationally. To know more, read [NY Times](#), [Time](#), [BBC](#) and [National Geographic](#). SLF has also been recognised as the best non-profit in India by Rockefeller Foundation, won the prestigious Prince Michael International Road Safety Award and is a member of the Clinton Global Initiative.