

MANAGER, MEDIA AND COMMUNICATIONS

New Delhi, India

SUMMARY

The Manager, Media and Communications will lead the overall communications effort of SLF including but not limited to media outreach and management, advocacy and project related communication and ownership of online/offline content and design management.

DUTIES AND RESPONSIBILITIES

- Develop overall media and communications strategy
- Work closely with media senior management to execute SLF's campaigns. Task include 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
- Build 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 monitor 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
- Develop and execute a digital media strategy for SLF including managing the agency vendors engaged. Submit regular reports on digital communications activities, engagement levels, and progress
- Compose press notes, draft the organization newsletter and organize Press conferences as and when required. Handle media requests on a day to day basis. Track and collating coverage of the organization
- Maintain and update the organizational website with event announcements, photos, news articles, newsletters, press releases, etc.

BASIC QUALIFICATION

- Minimum 7 years work experience in Journalism/media management/PR or a related field
- Graduates/Post Graduates with a background in Mass Communication preferred
- Excellent verbal and written communication skills
- Ability to work effectively as a team member and with minimal supervision

Compensation: Competitive and 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

Globally, 1.25 million people are killed each year in road crashes. 90% of these fatalities occur in the developing world with India leading the global death toll with 150,000 deaths each year. SaveLIFE Foundation (SLF) is an independent, Non-Profit organization committed to improving road safety and access to emergency medical care across India and the developing world. SLF connects research, advocacy, communication and execution (RACE) to operate at the intersection of policy making and grassroots implementation for crash prevention as well as post-crash response. Over the past few years, SLF has facilitated the enactment of key legislations in India such as the Good Samaritan Law, adopted one of India's deadliest highways to transform it into a zero-fatality corridor, trained thousand of Police officers and volunteers in life-saving techniques and built award-winning technology to connect and assist stakeholders including bereaved families from extremely poor backgrounds. SLF has also been recognised as the Best Non-Profit in India by the Rockefeller Foundation, and has won the prestigious Prince Michael International Road Safety Award.