

Media and Communications Manager | Full-Time | Vacancy: 1

Location: New Delhi, India

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 legislation in India such as the Good Samaritan Law, adopted one of India's deadliest highways to transform it into a zero-fatality corridor, trained thousands 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.

SLF's success hinges on its highly dynamic team, which we are now expanding to scale our impact. We are looking for a full-time Media and Communications Manager with

- Skills to manage a wide variety of Communication channels;
- Talent to develop creative and thought-provoking digital content;
- Passion for effectively engaging with public for building opinion on road safety and investing at least 3 years to its mission

Roles 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 the 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.

Skills, Experience, and Qualifications

- 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.