

Job Title – Director Communications

Experience – 10 to 15 Yrs

Location – Delhi

Reports to – COO



CAREER OPPORTUNITY

SaveLIFE Foundation (SLF) is a non-profit organisation committed to saving lives on roads in India. We have been recognised as the Best NGO in India by the Rockefeller Foundation and are a recipient of the prestigious Prince Michael International Road Safety Award. We partner directly with the government, industry, and local communities across India to make the most dangerous roads safer.

Road crashes kill over 1.3 million people globally each year. India holds the dubious distinction of being world number one in road crash deaths, with at least 150,000 fatalities and over one million serious injuries per year. Most victims come from extremely poor backgrounds. Road crashes have emerged as the number one cause of death for Indians in the age-group of 15-45, dealing a crushing blow to the nation's productivity and a loss of 3% to our GDP each year - an amount that can eradicate hunger from India, twice over each year. Tragically, road crashes in India are also one of the biggest causes of death for children under age 14, with over twenty fatalities each day, mostly in the vicinity of schools.

SLF operates at the intersection of policy-making and grassroots impact. We are best known for getting India a Good Samaritan Law that encourages bystanders to help critically injured persons on the road, expected to save 50% lives otherwise lost to preventable injuries. Most recently, SLF has delivered an astounding **43% reduction in fatalities** on the Mumbai-Pune Expressway through a combination of measures ranging from improved road engineering, to technology-driven traffic enforcement to optimised trauma response – the **Zero Fatality Corridor (ZFC) model**.

Media References:

<https://indianexpress.com/article/cities/pune/zero-fatality-corridor-project-fatal-accidents-on-expressway-downby-over-40-pc-in-3-years-6249467/>

<https://www.nytimes.com/2016/06/21/opinion/campaigning-to-make-indias-roads-safer.html>

<https://www.nationalgeographic.com/news/2016/11/piyush-tewari-explorer-moments-training-delhi-doctors-foremergency-medical-care/>

We are looking for a dynamic and self-motivated individual to join our team as *Director Communications*.

POSITION SUMMARY

This role is responsible for managing all communications plan activities and building external relationships with the organization's constituencies, including funders and the media.

Communications Director will develop a strategic communications plan for the organization, and s/he will lead and participate in the execution of that plan.

Website: www.savelifefoundation.org

Kindly mail your CV to careers@savelifefoundation.org

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ESSENTIAL ROLES & RESPONSIBILITIES: (DETAILED DESCRIPTION)

- Develop, implement, and evaluate the annual transmedia communications plan in collaboration with the SLF leadership team.
- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate.
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and SLF website.
- Mentor and lead a team member responsible for SLF website administration and coordination
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Track and measure the level of engagement within the network over time
- Coordinate and organize annual meetings that engage the network's discreet audiences
- Manage all media contacts and media agencies working for SLF

ADDITIONAL RESPONSIBILITIES

- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives

EDUCATION QUALIFICATION AND COMMUNICATION SKILLS

- The candidate must have a **master's degree**.
- Experience with Microsoft Office Suite, required
- Experience with Adobe Creative Suite, preferred
- Experience with Wordpress and/or HTML, preferred
- This is an individual contributor role and candidates are expected to work in a high paced environment.
- The candidate must have excellent written and verbal communication skills in Hindi and English.
- Experience managing and executing across several communications media.

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