

Manager – Policy Communications

Job Title	Manager – Policy Communications
Department	Policy Advocacy
Level	Level 3 (Manager)
Location	Delhi
Reporting Manager	Director – Policy Advocacy
Reportees	<ul style="list-style-type: none"> ● Incharge – Community organising ● Support – Policy Research, Community Organising



Role Overview:

This role is responsible for execute all Policy & Media Advocacy and Community Engagement work at SLF. The incumbent would, under guidance of Director Policy Advocacy, lead the policy communications and media efforts across the board including but not limited to proactively planning media outreach and management with the media agency, lead advocacy related communication campaigns and ownership of online/offline content & design to support Policy Advocacy Goals. S/he works on Media Advocacy to help SLF position its work in the best way for maximum advantage.



Key Responsibilities:

Planning

- Plan along with Director – Policy Advocacy to ensure optimal utilisation of the media agency and ensure SoW is followed and helps in bolstering SLF’s position on various issues.
- Plan along with Director – Policy Advocacy and Director Communications to design & execute a digital media strategy for SLF’s Policy.
- Identify areas of Research and plan activities to conduct the same & ensure report drafts are factually correct and written in impeccable English.

Operational responsibilities

- Draft Case Studies and support execution of media plans.
- Support in identifying leads and ways to develop initial contact and engage regularly, with identified media stakeholders and influencers
- Prepare collaterals (reports, mailers, etc.) with consolidated information relevant to various stakeholders or related to the overall intent of SLF
- Composing press notes, opinion editorials, organizing Press conferences as and when required.

- Handling media requests by composing statements for key spokesperson on a day to day basis.
- Facilitate Head – Policy Advocacy with sharing / submission of such information to stakeholder
- Commission and manage various vendors including Media Agency as per Plan; guide & oversee the team to conduct such research work and prepare Report
- Ensure timely preparation of report with due review of data analysis and overall Report draft
- Oversee launch of Research Reports along with media coverage as per guidance of superior. etc.
- Keep track of road accidents / other significant incidents on the *Corridors* under SLF Programs as well as in other locations

Process Improvement, Learning & Development

- Take initiative to learn new developments at Policy level & Road Safety aspects across the globe
- Contribute new ideas to strengthen research, engagement, etc.
- Make maximum use of Technology in the departmental processes
- Actively participate in organization initiatives, planning and review discussions
- Adhere to timelines of processes like performance appraisals of self & team members; internal training, etc.

**Any other additional responsibility could be assigned to the role holder from time to time. The same would be discussed between the incumbent and reporting manager*



Role Specifications:

Education

- Post Graduate in Public Administration / Political Science / Journalism

Experience

- Minimum 6 Years of relevant experience
- Experience in handling Media and Vendors,
- Experience in Project Management, Social Sector Research, Community convening and Media Management.

Key Behavioural attributes

- Team Leadership
 - o Motivate People
 - o Delegate and monitor
 - o Foster Teamwork
 - o Develop People
- Execution Focus

- o Building Trust & Relationships
- o Impact & Influence
- o Planning & Organizing
- o Communication
- Learning Focus
 - o Learning Orientation
 - o Analytical Thinking
- Adherence to Core Values of SLF
 - o Dependability
 - o Integrity
 - o Mutual Respect
 - o Spirit of Public Service
 - o Leadership
 - o Excellence



Key Performance Indicators (KPI):

Sl .	Key Result Area (KRA)	Key Performance Indicator (KPI)
1	Achievement of Plan	Number of Policy changes OR New Policies passed by Parliament vis-à-vis Planned
		Number of New Areas related to road safety & motor vehicle identified for making Policy level changes
2	Research	% adherence to timeline of publication of Research Reports vis-à-vis Plan
		Quality of Investigation & the Report – comprehensiveness, depth, technological aspects, other parameters of Report (<i>Total Score on the Assessment Quality Parameters</i>)
3	Community Organizing	Number of areas covered Number of Volunteers identified
4	Stakeholder management	Effectiveness of relationship with Ministries and other Policy making authorities
5	Focus on Development	Number of new initiatives taken
6	Team Management	Effectiveness in managing team
		% adherence to goal setting and performance appraisal timelines for self and team members
		% adherence to person-hours of training per employee within the function



How to apply: Interested candidates can apply for this position by clicking on the following link and submitting their application.

<https://forms.gle/hwCmi5KT2mg6JU558>