

Senior Associate - Media and Communications

Job Title	Senior Associate - Media and Communications
Department	Communications
Level	Level 1
Location	Delhi
Reporting Manager	Director - Communications
Reportees	- Nil -



Role Overview:

As the Senior Associate Media and communications, you will develop and implement a marketing and media communication plan clearly identifying target audience and the appropriate communications channels to reach them.



Key Responsibilities:

- Develop high quality communications content for external and internal use including newsletters, fact sheets and other relevant material. Edit, proofread all marketing collaterals such as brochures, leaflets, outdoor communication, newsletters, reports, etc.
- Ensure website/app/Web Page development and maintenance - additions as well as new information to be updated. managing the website to enhance content salience
- Develop & review content and editorial operations for publications and websites;
- As and when required, contribute in the form of articles, blogs, stories, papers etc
- Support development of communication materials for individual projects and campaigns by creating high impact content and campaigns
- Enhancing the reach of the social media accounts, organically and inorganically.
- Manage and develop strategic cutting-edge social media content and campaigns for platforms such as Facebook, Twitter, Instagram, and LinkedIn. Track, analyze and consolidate a report on social media performance. Keep the followers (end users) engaged and excited
- Assist to develop and maintain an asset base of photographs and videos
- Select appropriate, high quality legally sourced photos as needed
- Create a database of designers and other vendors and ensure vendor management by way of identifying new vendors for specific jobs, manage the contracts and billing of existing and potential vendors
- Keep all brand templates, information and guidance documents up to date and improve as needed
- Work with Vendors to learn about new solutions available or install those as approved
- Prepare, monitor and maintain budgets for all communication related activities
- Provide inputs for communication and implementation plans
- Actively participate in organization initiatives, planning and review discussions. Adhere to timelines of performance appraisals
- Carry out any other duties and responsibilities as maybe assigned.

**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

- A degree (preferably masters) in media relations, journalism, publishing and/or social sciences.

Experience

- Minimum 3-5 years' experience in communications, digital media or advocacy
- Experience in content creation, social media management and community engagement will be essential.
- Knowledge of basic design software will be preferable but not necessary.

Key Behavioural attributes

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



Key Performance Indicators (KPI):

Sl.	Key Result Area (KRA)	Key Performance Indicator (KPI)
1	Strengthening the brand	Ensure all materials follow the brand guidelines, meet the quality parameters and objectives set in the beginning. All briefs to be comprehended in depth and content to be sharpened for all communications material.
		Level of accuracy – Ensure 'zero' error in creative, content and quality of all communication materials created
		At least 90 % utilisation of the funds allocated towards communication activities in various projects.
		Support the Donor Acquisition team in visibility and engagement plans, ideation, implementation, vetting of content and collates created by the corporates
2	Strengthen Brand value	All communication collaterals should be able to reflect the brand's identity, message and personality. It should be able to clearly reflect - 'What we stand for?'
3	Growth in supporter Base	Increase in social media follower base and engagement rate across all platforms. Increase in unique website visits
4	Stakeholder management	Ensure smooth coordination and management of all communications stakeholders - media, agencies, printers, internal teams, etc
		Monitoring of all budgets and vendor payments as per norms
		Support the various internal teams in execution of their desired requirements like Report Designing/Content creation for ZFC's/Photography /etc
5	Focus on Development	Participate in organizational processes of induction/mentoring/reviewing/trainings/workshops/etc
		Invest in skill and knowledge building by identifying & implementing capacity building
		Study at least 2-3 competitive brands from a brand/marketing/advertising lens to study and understand sector trends



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

<https://forms.gle/hwCmi5KT2mg6JU558>