

Head – Communications

Job Title	Head – Communications
Department	Communications
Level	Level 4 (Head)
Reporting Manager	Chief – Programs, Policy & Communications/ CEO
Reportees	Manager – Brand Building & Outreach



Role Overview:

This role is responsible to strategize and make Communication Plans in discussion with SLF leadership; oversee execution of the Plan; evaluate its effectiveness and take corrective action. Plan and execute SLF’s brand building activities and various Outreach Programs



Key Responsibilities:

Strategy & Planning

- Understand SLF’s intent and requirements to build its Brand image, strategic positioning and wide awareness of its work
- Develop SLF’s Communication Strategy and Annual transmedia Communication Plan
- Maintain the public profile of the company amongst various stakeholders
- Design SLF’s Outreach Plan in discussion with the CEO and Senior Management in order to take the organization’s work to a larger audience
- Keep updating the Plan on a regular basis with additional initiatives and short-term requirements
- Programmatic Communications: Understand Communication requirements of each Program of SLF, the target audience & stakeholders. Draw-out a Communication Plan corresponding to each Program’s requirement and ensure its execution
- Create communications’ budget, present the same for approval and manage Communication expenses within the approved amounts

Operational responsibilities

- Identify and make Contract with Media agencies and other Vendors. Evaluate their work and manage regular churn to keep getting the best services
- Work with Media agencies to prepare and publish content across different media
- Identify audience segments and make strategies tailored to engage with each of them
- Ensure the upcoming website is up-to-date and user friendly. Also, execute website improvements about SEO and lead generation
- Develop & review content and editorial operations for publications and websites;
- As and when required, contribute in the form of articles, blogs, stories, papers etc
- Oversee development of communication materials for individual projects and campaigns

- Lead the design of Communication Collaterals with support from team members and external service providers and detail out how, where and when to disseminate the same
- Be accountable for all external communication activities, including press releases, op-ed, relationships with media houses, etc.
- Guide and lead the team member responsible to manage SLF's website for regularly updating content and timely posts of report releases, work activities, policy changes, etc.
- Discuss with reportees to help prepare Outreach programs and oversee execution

Process Improvement, Learning & Development

- Take initiative to learn and implement new ideas in Communication and Outreach programs
- Actively participate in organization initiatives, planning and review discussions
- Adhere to timelines of organization 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

- Master Degree in Journalism / Mass Communication

Experience

- At least #10 Years' experience in Public Relations / Corporate Communication
- Experience in Media (conventional and digital)

Key Behavioural attributes

- Team Leadership
 - Motivate People
 - Delegate and monitor
 - Foster Teamwork
 - Develop People
- 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	Achievement of Communication & Outreach Plan	% adherence to the Communication Plan <ul style="list-style-type: none"> • Programmatic Communication • Organization level Communication
		% adherence to the Outreach Plan
2	Effectiveness of Communication	Effectiveness of Media Communication – <ul style="list-style-type: none"> • Coverage • Audience response OR Rating
		Quality of Collaterals
		Increase in No. of visitors on the website (Month-on-Month OR Year-on-Year)
3	Vendor management	No. of new agencies or vendors identified and ineffective vendors changed
4	Cost management	% adherence to allocated budget
5	Focus on Development	Number of new initiatives taken / implementable ideas suggested
6	Team Management	Effectiveness in managing team
		% adherence to goal setting and performance appraisal timelines for self & team members
		% adherence to person-hours of training of self & team members



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

<https://forms.gle/hwCmi5KT2mg6JU558>