Head – Communications

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<th>Job Title</th>
<th>Head – Communications</th>
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<tr>
<td>Department</td>
<td>Communications</td>
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<tr>
<td>Level</td>
<td>Level 4 (Head)</td>
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<tr>
<td>Reporting Manager</td>
<td>Chief – Programs, Policy &amp; Communications/ CEO</td>
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<td>Reportees</td>
<td>Manager – Brand Building &amp; Outreach</td>
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**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
  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):**

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<th>Sl.</th>
<th>Key Result Area (KRA)</th>
<th>Key Performance Indicator (KPI)</th>
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| 1   | Achievement of Communication & Outreach Plan | % adherence to the Communication Plan  
• Programmatic Communication  
• Organization level Communication  
% adherence to the Outreach Plan |
| 2   | Effectiveness of Communication                | Effectiveness of Media Communication –  
• 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