

Assistant Manager- Media Management and PR

Job Title	Assistant Manager- Media Management & PR
Department	Policy and Research
Level	Manager
Location	Delhi
Reporting Manager	Director of Public Policy and Research



About SaveLIFE Foundation:

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 the world's 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 52% reduction in fatalities on the Mumbai-Pune Expressway, and a reduction of 69% on in fatalities on the Old Mumbai - Pune Highway (NH-48) 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.



Role Overview:

We are looking for a dynamic and self-motivated individual to join our team as Assistant Manager Media and Public relations, who can develop and implement targeted content for various media platforms. The candidate needs to have strong research, writing, proofreading and editing skills, other than implementing and managing media campaigns, and delivering public relations and communications plans. The candidate must hold expertise in a complete range of communications services including but not limited to public relations,, public affairs, issues and crisis management, digital and creative strategies as well as media management. We are looking for a person who has the ability to push boundaries and set benchmarks through curiosity, vision, drive and integrity to deliver integrated communications and move people — to act, to inspire, to change.

The candidate will be required to develop a positive working relationship with various stakeholders and media personnel stakeholders for timely dissemination of strategic information. We're looking for someone with a flexible schedule who can be available during weekends and holidays too, if required.



Key Responsibilities:

Operational responsibilities

- Assist in organising press conferences
 - Assist in drafting and releasing press releases, inviting media personnel over email and phone and following up to ensure their participation.
 - Coordination with media personnel for coverage of the Foundation's events, reports and other output.
 - Compiling and reporting on all the media involving the SLF.
 - Identify press opportunities through evolving issues.
 - Develop content for dissemination via press releases, social media pages, SLF's official website and other distribution channels.
 - Ensure that key messages align with the organisations vital long-term strategies.
 - Serve as the organization's media liaison and formal spokesperson.
 - Scan the media marketplace to stay up-to-date on the latest media trends.
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- Monitor online and offline campaigns, and report on results.
- Build and manage the organization's social media profile and presence.
- Promote additional projects to support new launches and events.
- Build long-term relationships with media personnel .
- Assist in appropriately managing the organisation's media budget.

Process Improvement, Learning & Development

- Take the initiative to learn new developments/innovations
- Contribute new ideas to strengthen the solution
- Make maximum use of Technology in the departmental processes
- Actively participate in organization initiatives, planning and review discussions
- Adhere to timelines of performance appraisals

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

- Bachelor's degree in Journalism/Media and PR Management (Mandatory)
- Master's in Management / Public Relations / Communications (Preferred)

Experience

- At least 5 years of work experience in the Media and PR domain.

Key Behavioural attributes

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



How to apply: Interested candidates can apply for this position by clicking on the following link and submitting their application. <https://forms.gle/hwCmi5KT2mg6JU558>
