

## Job Description

Position: Manager, Communications

Reporting: CEO and Senior Program Manager

Location: New Delhi

## The Hans Foundation

The Hans Foundation (THF) is a registered Public Charitable trust established in 2009. The foundation provides funding support to not for profit organizations for development programs in the areas of health, education, disability and livelihoods. These programs are aimed at improving the quality of life of the underprivileged communities. The interventions implemented by The Foundation range from grassroots level projects to national level programmes. THF has so far funded over 300 NGOs in 26 states and union territories in the past ten years benefitting more than 7 million poor in the country directly or indirectly.

**Core Responsibility:** We are looking for a self-motivated Communications Manager to develop and oversee all branding & communications strategies and activities of The Hans Foundation in India and raise awareness about the organisation's work. The Manager Communications will be responsible for creating high-quality informative content, articles, managing social media platforms, collating and creating content for annual reports and other reports as necessary, prepare presentations and leverage media opportunities. The ideal candidate will be an excellent communicator, with brilliant presentation and organizational skills.

## Roles & Responsibilities:

- The communication manager will prepare a communication strategy for the organization with monthly and quarterly plan to manage all the external communication through Social Media Platform Pages and other events
- Creating and managing a multi-channel online and social media strategy to drive growth and brand equity. Collaborate with internal and external stakeholders to conceptualize and execute compelling social and digital campaigns, including planning and distribution of multimedia content such as podcasts and videos. Develop and maintain a consistent voice that reinforces positive brand attributes aligned with THF's mission and vision. Create powerful case stories, posts, videos, campaigns, and other content weekly basis to be posted on the organisation's social media pages.
- Manage all external communications for the Chief Executing Officer (letters, speeches etc.), blog articles, annual report, presentations, other publications and donor/compliance reports (written, editorial) as required. Independently produce media pieces from start to finish regularly, such as slideshows, beneficiary interviews and case studies, and photos, and conduct regular field visits with program team & partners to produce above content.
- Manage monthly connect newsletter and other internal activities. Develop processes and systems for operational efficiencies, such as regular program data reports/dashboards. Organise and arrange the images shared by the partner and built an organized photo library. Collect quantitative and qualitative information, working closely with organisation program teams. Develop and manage database of case studies and stories collected from the field (including photo and video), and streamline the process to make content available widely across the organization for diverse use.
- Increase organisation's visibility through creating a strong relationship with media, in addition to organizing media visit and generating op-eds, media advisories and press releases for events when required.
- The person will be responsible for organizing, coordinating and managing organisation events and liaise with program teams and other stakeholders for the events. Coordinate with vendor(s) to make necessary changes as required to the website

- S/he will be responsible for all necessary approval process for payment to vendors related to all reports, books, magazines, media engagements

This position requires a creative outlook, the ability to produce and coordinate content on tight deadlines, and multi-tasking. Those with a strong background in social media, multimedia production and/or international development will be given preference.

**Essential Qualification:** A degree in English, marketing, communications or journalism.

**Skills and Abilities:**

- Excellent communication skills, with an enthusiastic, tenacious and positive 'can do' attitude
- Excellent writing and editing skills
- Strong organisation skills and ability to multi-task
- Must be willing to travel on behalf of the Foundation to different states

**Minimum Experience:** The ideal candidate will have minimum of 7-8 years of experience in a similar role.

Demonstrable experience of managing and implementing high-profile communications projects and campaigns. Strong track record of developing compelling stories to build stakeholder engagement.

**Nature of work:** Full time.