

The organisation established in 2009, is a Public Charitable Trust that works towards creating an equitable society to enhance quality of life for all through the empowerment of marginalized and underprivileged communities in India. The organisation works for the Health and Wellbeing of remote and under-served groups, with an additional focus on children, persons with disabilities and women. This organisation also works for holistic Education and Livelihood development of our communities. Our Two-Fold Strategy involves identifying and working within Aspirational Districts and high poverty index in the North, North-East and East regions within specific states, as well as catering to lower-income and migratory populations in cities, through urban programs.

Over its 15 years of existence, The organisation has reached more than 35 million beneficiaries through its programs. This organisation works with communities through direct implementation of projects on the ground in addition to providing local management and monitoring support to not-for-profit organisations in India funded through organisation USA and RIST.

Position Title: Assistant Manager – Communications

Location: Gurugram

Reporting to: Manager – Strategic Communications & Partnerships

Employment Type: Contractual

Job Purpose :

The Assistant Manager – Communications will play a key role in managing the organization's brand presence across digital and traditional platforms. The role involves developing engaging content, managing social media and newsletters, liaising with website vendors, and supporting media and donor communication. The ideal candidate will bring creativity, attention to detail, and hands-on experience with digital tools and campaign management.

Key Responsibilities:

1. Digital Communications & Social Media Management

- Manage day-to-day operations of social media platforms (Facebook, Instagram, LinkedIn, YouTube), including content planning, posting, engagement, and performance tracking.
- Coordinate with the website vendor for timely content updates and ensure website content is current, engaging, and aligned with communication goals.

- Stay updated on social media trends and apply best practices for nonprofit outreach.

2. Brand Management

- Ensure adherence to organizational branding guidelines across all communications, both internal and external.
- Coordinate with teams and vendors to develop and maintain consistent brand assets for the organization and its key programs.
- Oversee the creation of collaterals including presentations, reports, brochures, banners, and multimedia assets in alignment with brand identity.
- Support internal capacity building on brand usage and provide templates and guidance as needed.
- Maintain a content calendar and digital asset repository.

3. Donor Communication & Publications

- Support donor and partner communications through customized outreach materials.
- Create, design, and distribute newsletters and campaign updates using Mailchimp, SurveyMonkey, or similar tools.
- Create, design and edit program concept notes, proposal and program reports for donor updates
- Write and edit content for reports, brochures, impact stories, social media, blogs, and more.
- Collaborate with design and program teams to ensure high-quality, on-brand communication materials.

Educational Qualifications

- Graduate/Postgraduate in Communications, Journalism, Marketing, Public Relations, or related fields preferred.

Functional/Technical Skills and Relevant Experience & Other requirements (Behavioral, Language, Certifications etc.)

- 3–5 years of experience in communications, with hands-on digital campaign and content management experience in the nonprofit or social sector.
- Excellent writing and editing skills in English; working knowledge of Hindi is a plus.
- Proficient in MS Office; basic knowledge of design tools like Canva, Adobe Creative Suite, Meta Ads (Facebook/Instagram), Hootsuite, Google Analytics, and email marketing platforms like Mailchimp and SurveyMonkey preferred.
- Proactive, creative, and detail-oriented with a passion for social impact.
- Strong project management and coordination skills.
- Ability to work collaboratively across functions and with external partners.
- Adaptable to deadlines and multitasking in a fast-paced environment.

Interested candidates please send your cv at :- contact@pmspl.net.in