

Position: Communications Coordinator

Expected Notice Period: Immediate to 30 Days

Location: Gurugram, Haryana (On-Site)

Requires weekly travel to project site locations in Bawana, Northwest Delhi, Karala, Northwest Delhi and Nayagaon, Sohna Block, Haryana

About the organization

The organization, an esteemed non-profit organization established in 1987, has dedicated itself to serving the marginalized segments of society, empowering them to lead lives of dignity and quality. Formally registered in 1988 by the esteemed Dr. Kiran Bedi, first woman IPS officer and recipient of Magsaysay Award, along with 15 other like-minded officials, our primary objective was to prevent crime through social development. Our vision extends beyond addressing socio-economic inequalities, aiming to enable vulnerable communities to become self-reliant. We strive to mobilize and empower children, youth, and women, encouraging them to combat illiteracy, ignorance, and gender discrimination.

By developing tailored solutions, we effectively respond to the specific needs of our community, continuously adapting to meet their ever-changing demands. With a bottom-up approach of inclusive and sustainable development, we run interventions in Child Education, Skill Upgradation, Community Development, Women Empowerment and the Environment.

About The Role

The organization is seeking a dynamic and creative individual to join our team as a Communications Coordinator. This role is crucial in ensuring effective communication with our stakeholders, capturing and highlighting our impactful work, and maintaining our online presence across various platforms. The ideal candidate should be proficient in communications strategy creation, social media management, content creation, and possess excellent coordination skills.

Roles and Responsibilities

1. Content Collection

- a. Capturing pictures, success stories and case studies in-field and at project sites.
- b. Attending organizational events and documenting photos, videos and stories of key moments.

2. Content Creation and Distribution

- a. Creation of social media posts, including graphic design, video editing and content writing for social media handles (Twitter, Instagram, Facebook, LinkedIn, YouTube)
- b. Creation and distribution of annual reports, newsletters, and campaign mailers as necessary.
- c. Development of a comprehensive social media content calendar, shared with project site teams for timely upload of decentralized social media posts.
- d. Dissemination of communications materials to internal stakeholders as necessary.

3. Creation and Monitoring of Key Organizational Information

- a. Regular updating of brochures, factsheets, pamphlets, etc.
 - b. Coordination and monitoring creation of print media, including annual reports, annual magazine, etc.
- 4. External Messaging Management**
 - a. Responding to queries, comments, and messages from external audiences received through social media platforms.
 - b. Handling of digital and social media related conflicts, concerns and other issues as they arise and reporting to management when necessary.
- 5. Analytics and Metrics Maintenance**
 - a. Developing performance metrics to track reach, engagement and conversions from social media platforms.
 - b. Monitor newsletter performance metrics, including open rates, click-through rates, and subscriber engagement.
 - c. Maintain records of all media coverage and press releases mentioning organization.

Qualification & Experience

- Bachelor's degree in communications, journalism, or any related field
- Any other professional or academic credentials with proven hands-on application of communications processes
- 2-5 years of relevant experience in a communications role

Required Skills

1. **Photography and Videography:** Ability to capture engaging, professional-quality photos and videos
2. **Video Editing:** Experience with video editing software such as VN, Filmora, Adobe Premiere Pro, or similar tools
3. **Graphic Design:** Familiarity with graphic design software like Canva, Adobe Photoshop, or Illustrator
4. **Email Marketing Platforms:** Knowledge of email marketing tools (preferably Vertical Response)
5. **Knowledge of Communications Processes:** Understanding of digital and traditional communication strategies, including social media management, content creation, and newsletter marketing
6. **Proficiency in Microsoft and Google Suites:** Strong command of tools such as PowerPoint, Excel, Word, Google Docs, and Google Sheets
7. **Verbal Communication and Coordination:** Excellent interpersonal skills to collaborate effectively with internal teams, donors, and external partners
8. **Creativity and Innovation:** Ability to generate engaging and impactful content for various platforms, demonstrating creativity in storytelling, design, and multimedia production
9. **Analytical Skills:** Proficiency in performance tracking using analytics tools to evaluate communication strategies, measure key performance indicators (KPIs), and make data-driven decisions
10. **Language Proficiency:** Fluency or proficiency in both English and Hindi, ensuring effective communication with all organizational stakeholders

Interested candidate please share your cv at:

contact@pmspl.net.in