

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. The 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. The 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 organizations in India funded through organisation USA and RIST.

## **2. GENERAL INFORMATION**

**Location of Job:** Gurugram

**Type of Employment:** Contractual (with potential for permanent based on performance)

## **3. ABOUT THE ROLE**

The organisation is seeking an experienced and motivated Manager - Communications to lead strategic communication efforts that enhance our brand, engage key stakeholders, and amplify the impact of our work. This role is ideal for a creative thinker, impactful communicator, and strong content creator with a proven track record in organizational communications.

The Manager - Communications will:

- Shape and execute integrated communication campaigns and strategies;
- Develop high-quality content across formats and platforms;
- Lead media outreach and thought leadership efforts;
- Build communication systems and processes that support growth and impact;

- Collaborate with senior leadership and cross-functional teams to ensure consistent messaging aligned with organisation's mission and voice.

This is a high-impact, hands-on role for someone who is passionate about using communications to drive change.

#### **4. KEY RESPONSIBILITIES**

##### **Communications Strategy & Planning**

- Collaborate with the leadership to develop and implement integrated communication strategies aligned with the organisation goals.
- Lead narrative building, audience analysis and identify key messaging channels to maximize impact among donors, partners, government, media, and other stakeholders.
- Co-develop the communications plan, editorial calendar, campaign plans, and budget tied to major milestones, events, and thought leadership opportunities.
- Build and refine communication systems, processes, and templates to ensure consistency, quality, and efficiency.
- Support team planning and strengthen the communications function through documentation, knowledge-sharing, and collaborative workflows.
- Define and monitor KPIs to measure effectiveness and inform organizational decisions.

##### **Content Development, Storytelling & Branding**

- Lead creation of high-quality, engaging content across formats: blogs, articles, op-eds, donor reports, case studies, newsletters, brochures, and executive talking points.
- Develop compelling narratives that resonate with diverse audiences, reinforcing organisation's mission and brand.
- Collaborate with program, MEL, and leadership teams to gather impactful stories, insights, and data.
- Design and produce communications materials for digital, print, and events, including presentations, website content, infographics, photo stories, and so on.
- Maintain editorial and social media calendars for timely, audience-specific content delivery.
- Ensure brand consistency in tone, visuals, and messaging across all touchpoints.

- Coordinate with internal teams and external vendors to support campaign execution and content production.
- Collect and curate stories from communities, beneficiaries, and partners to illustrate organisation's on-ground impact, blending emotional connection with data and testimonials.

### **Social Media & Digital Engagement**

- Develop and execute a dynamic social media strategy to grow organisation's digital presence and thought leadership on relevant platforms.
- Create platform-specific content—posts, captions, short videos, and visual stories—that highlight organisation's programs and impact.
- Align social content with overall communication goals to amplify campaigns and support visibility, engagement, and advocacy.
- Monitor trends, analytics, and engagement metrics to optimize social media performance.
- Manage email communications and support website and blog content planning with SEO optimization in coordination with the digital team.

### **Media Engagement & Public Relations**

- Develop and implement proactive media strategies to enhance organisation's visibility and credibility across relevant sectors.
- Work with PR agency to explore visibility opportunities and engage with media.
- Build and maintain relationships with journalists, editors, influencers, and media outlets to secure impactful coverage.
- Draft and distribute press releases, op-eds, media kits, advisories, and talking points for leadership.
- Identify story angles, pitch narratives, and coordinate media interviews around key events and campaigns.
- Monitor media trends and coverage, maintain a media contact database, and track outreach impact.
- Support public speaking opportunities for organisation leadership at forums and industry events.

### **Crisis Communication**

- Implement crisis communication plans to address potential issues promptly.
- Act as a primary contact during crises to ensure accurate and timely communication.
- Monitor and manage online reputation, addressing negative comments or misinformation proactively.

### **Thought Leadership**

- Partner with senior leadership to craft thought leadership content, including op-eds, speeches, blog posts, panel briefs, and LinkedIn articles.
- Draft executive communications that articulate organisation's vision, strategy, and achievements for donors, partners, and the wider development community.
- Support in identifying and pursuing strategic visibility opportunities in publications, conferences, and high-profile forums.

### **Events Management & Campaigns**

- Support planning, coordination, and execution of internal and external events such as webinars, workshops, conferences, and field visits.
- Develop communications materials for events—banners, speaker briefs, invitations, post-event reports.
- Lead communication campaigns around key organizational moments like fundraising, partnerships, and major announcements.
- Manage speaker logistics and promote events through digital and offline channels.

### **Communication for Fundraising and Stakeholder Engagement**

- Collaborate with the resource mobilization team to develop communication strategies that support donor acquisition, engagement, and retention.
- Engage donors, partners, and supporters through tailored communication plans and materials.
- Develop donor communication content, including impact stories, emailers, and campaign updates.
- Represent organisation at external events and meetings to promote organizational work.
- Prepare and present reports, presentations, and updates for stakeholders.
- Facilitate meetings, workshops, and forums to engage stakeholders and gather feedback.

### **Content Quality & Brand Consistency**

- Ensure all content including designs aligns with organisation's brand voice, style, and values, maintaining accuracy and quality.
- Manage quality control processes to maintain consistent tone and organizational messaging across platforms.

### **Internal Communications & Knowledge Management**

- Develop internal communication materials to foster team engagement and cross-departmental visibility.
- Establish and maintain centralized content repositories, photo archives, templates, and communication SOPs.
- Coordinate with external agencies, designers, writers, and videographers.
- Mentor and guide junior communications staff, consultants, and interns to ensure quality and alignment.
- Support external communication materials like press releases and annual reports to share organisation's milestones and impact.

### **Cross-Organizational Collaboration & Systems**

- Work closely with program, resource mobilization, and MEL teams to gather information and ensure messaging consistency.
- Maintain a centralized communication asset management system.
- Foster a culture of communication across the organization.
- Engage external agencies, photographers, and videographers as needed for large-scale projects.

### **Performance Tracking & Insights**

- Monitor communication campaign performance using analytics tools and dashboards.
- Analyze content reach, engagement, and media coverage to evaluate effectiveness.
- Provide regular reports to guide continuous improvement in storytelling, media outreach, and communications strategy.

### **Other Duties**

- Perform any other responsibilities as assigned by the Supervisor/Head of Department.

## **5. QUALIFICATION & SKILLS**

- Bachelor's or Master's degree in Communications, Journalism, Public Relations, Marketing, Development Studies, or a related field.
- 8 – 10 years of progressive experience in communications, with a strong focus on content creation and organizational communications, preferably in the non-profit or development sector.
- Proven ability to develop and execute integrated communication strategies and manage multi-channel content.
- Experience with media relations, public outreach, social media, and digital marketing.

### **Content Creation & Strategic Thinking**

- Expertise in diverse content formats: donor reports, case studies, blogs, social media posts, speeches, and thought leadership pieces.
- Ability to craft compelling, data-driven stories tailored to multiple audiences.
- Strong strategic and creative thinker with the ability to develop and implement effective communication plans.

### **Digital & Technical Skills**

- Proficiency in digital tools, social media platforms, CMS (e.g., WordPress), email marketing software (e.g., Mailchimp), and basic graphic design tools (Canva, Figma, Adobe Creative Suite).
- Familiarity with SEO, content optimization, and analytics tools.
- Knowledge of AI content tools (ChatGPT, Gemini) and video editing platforms is a plus.

### **Collaboration**

- Strong interpersonal and collaborative skills to engage with cross-functional teams, leadership, and external stakeholders.
- Experience mentoring junior staff is desirable.

### Communication & Language

- Exceptional written and verbal communication skills with meticulous attention to detail.
- Ability to adapt messaging to diverse audiences while maintaining brand consistency.
- Fluency in English is essential; proficiency in Hindi or other regional languages is advantageous.

### Desirable Traits & Values

- Passion for development, especially in health, education, disability, or public health sectors.
- Adaptable, creative, and able to thrive in a dynamic environment.
- Commitment to organisation's mission and values.

Interested candidates please send your cv at :- [contact@pmspl.net.in](mailto:contact@pmspl.net.in)