

## JOB DESCRIPTION

Position Title:	Lead Branding & Communication	
Function :	Branding & Communication	
Position Reports to:	CEO	
Supervises	Branding and Communications Associates and Senior Associates	
Location:	Bangalore	
<p><b>Purpose:</b> <i>The Domain Lead Branding and Communication is responsible for conceptualizing and driving the entire gamut of communications and branding activity for the organization aligned with the organization's strategic direction and vision. This role is responsible for external and internal communications, branding and PR/media strategies.</i></p>		
<b>Key Responsibility Areas (KRA)</b>		
KRA	Description	Performance Indicators
<b>Develop and implement the annual Communications, PR &amp; Branding plan which aligns with Organisation's strategic vision</b>	<ul style="list-style-type: none"><li>• Build a deep understanding of Organisation's vision, long term strategy, work model, products and services and end users</li><li>• Create and implement a holistic communications strategy to support the objectives of the organization across dimensions of branding, internal and external communications, PR/media relations and stakeholder relationships</li><li>• Plan and carry forward the online and offline communication strategies and garner stakeholder support for the organisation (website, social media and media relations)</li><li>• Understand annual plans across programmes and domains and agree on communications and branding needs</li><li>• Evaluate and plan for all required resources to deliver on plans</li><li>• Budget and set goals for department activities and initiatives</li></ul>	<ul style="list-style-type: none"><li>• Quality and robustness of strategy</li><li>• Thoroughness and level of detail</li><li>• Scenario building and contingency planning</li><li>• Brand awareness and recognition among Organisation stakeholders</li></ul>

<b>Set up and implement systems and processes for the domain</b>	<ul style="list-style-type: none"> <li>• Review, improve and institutionalize clear processes for all aspects of the domain</li> <li>• Document and report on performance of the domain as per Organisation expectations</li> <li>• Equip and train Organisation resources so that they understand the brand message and how to emphasize it in their communications</li> </ul>	<ul style="list-style-type: none"> <li>• Performance management and accountability as per Organisation systems: <ul style="list-style-type: none"> <li>◦ Annual Plan submission</li> <li>◦ Midterm review of annual plan</li> <li>◦ Annual Review of Domain Plan</li> </ul> </li> <li>• Timeliness and quality of reporting</li> <li>• Brand adherence among employees</li> </ul>
<b>Manage team performance and daily operations</b>	<ul style="list-style-type: none"> <li>• Monitor and review delivery of each team member on a monthly, half yearly and annual basis</li> <li>• Articulate and assign roles and responsibilities and key result areas with performance indicators for team members</li> <li>• Ensure adequate resources are available for work delivery</li> <li>• Provide feedback and manage performance of team members</li> <li>• Mentor and coach team members to enhance performance and grow in their careers</li> <li>• Strengthen the domain's practice of our values and principles</li> <li>• Monitor and review work delivery of extended team - freelancers, external designers/ content creators etc</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly reviews of each team member</li> <li>• Annual appraisal for individual and team members as per Organisation HR systems</li> <li>• Feedback from team</li> <li>• Strength and capability of team</li> <li>• Timely adherence to internal organizational processes</li> </ul>
<b>Capacity Development</b>	<ul style="list-style-type: none"> <li>• Research and keep upto date on new thinking, trends, issues, pertaining to communications in the social sector</li> <li>• Obtain feedback on performance, identify improvement areas and work on self-improvement</li> <li>• Identify capacity building needs for the team and for self in functional and organizational areas</li> <li>• Identify resources (including external conferences, seminars, learning opportunities etc.) to build skills of self</li> </ul>	<ul style="list-style-type: none"> <li>• Self-improvement efforts made</li> <li>• Performance of domain</li> <li>• Readiness of team members to take on larger responsibilities</li> </ul>

	and team as required to improve job performance	
<b>Contribute to Organisation Initiatives</b>	<ul style="list-style-type: none"> <li>• Support resource mobilisation efforts</li> <li>• Support organisation initiatives and contribute in management and operational areas as needed (eg. participation in recruitment/ induction, participation in events, team building etc)</li> <li>• Work with Program Management to establish and institutionalize processes for campaigns that expand the supporter pool and motivate and create goodwill for Organisation (<i>stretch</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of inputs/ insights</li> <li>• Contribution levels</li> <li>• Sustained effort</li> </ul>

**Person Profile:**

<b>Education Background</b>	Min Bachelor's Degree in Communications or related field
<b>Years of experience</b>	Min 8 years of relevant experience
<b>Industry Exposure:</b>	Exposure to communications and branding in the social sector is be essential
<b>Type of Experience/ Skill/ Knowledge :</b>	<ul style="list-style-type: none"> <li>• Prior experience in a similar role would be advantageous</li> <li>• Strong content and design experience (Concept to activation)</li> <li>• Digital marketing experience (social media, Email marketing, website management)</li> <li>• High level of proficiency in English- written and verbal; Additional Indian language capability is desirable</li> <li>• High level of attention to detail including proven ability to manage multiple, competing priorities simultaneously</li> </ul>

Interested candidate please share your cv at:  
[contact@pmspl.net.in](mailto:contact@pmspl.net.in)