

Head – Communications

Overall Position Description:

The candidate will join a leadership cohort of highly skilled development and humanitarian professionals as well as direct a small team of communication specialists and consultants. Salaam Bombay is poised to strengthen itself as a thought leader with corporates, policy makers, political leaders and the domestic and international NGO sector. The Head Communications will contribute experience, creativity and bottom-line sensitivity to elevating the organization's public identity, brand and public-facing materials and collateral. S/he will be responsible for crafting and implementing a creative and results-oriented communications strategy tied to the Foundation's annual strategic plan, resulting in strengthening Salaam Bombay's value proposition, cross-sector influence and goodwill. The Head Communications will be a leader and mentor for the purposes of helping Communications team staff grow professionally.

Responsibilities:

Key Areas of Responsibility

- Elevate Salaam Bombay's identity and brand through public facing materials (both hard copy and digital assets) to maintain donor engagement and relevance to target audience and multiple stakeholder groups
- Create a communication strategy that will enable the leadership team to cultivate, enhance and sustain meaningful relationships with influential external audience and media
- Shape, nurture and grow an effective communications programme that utilizes new and traditional platforms and strategies to showcase Brand Salaam Bombay, its work, and matters of relevance in the space it occupies
- Properly manage brand assets and guide communication to adhere to pre-established brand guidelines, and brand values
- Secure, maintain and grow media relationships with reporters, editorial writers, columnists and broadcast media to highlight our work, our solutions to national and global challenges, and our position as thought leaders on matters of relevance
- Provide communication support to external (but related) organizations such as India Youth Fund in order to help them achieve their operational goals

Functional Responsibilities

- Annual Report and Calendar
- Website maintenance
- Marketing collateral's – hard copy, digital
- Mobilise, supervise and mentor people/resources for sustainability of projects
- Planning and budgeting
- Communication support for vertical events and organization branding on public platforms
- Management and supervision of external partners (for thematic communications / collateral's, website, social media, PR)
- Research on relevant strategies being deployed by others in the field.
- Competitor Mapping and gauging best practices being followed apart from leveraging trends
- Policy drafting and legal liaisoning (MoUs, Communication Policy etc)
- Initiate collaborations with other relevant brands/personalities to leverage and amplify brand equity
- Thorough understanding of IMC or Integrated Marketing Communication.
- Thorough understanding of the Audio-Visual medium – focus on scripting, shot breakdowns, ability to get the kids comfortable in front of the camera and at least basic understanding of camera work and editing.
- Thorough understanding of the foundations of photography and what constitutes as a good picture.
- Excellent understanding of content calendar, content management and content creation across different platforms.

Supervisory Responsibilities

- The Head Communications will supervise one Communication Manager, two Assistant Managers and one Graphic Designer.

Requirement:

- Post-Graduates (MA) in Mass Communications or MBA.
- Minimum 15 years experience with at least 5 years in a similar role.
- Corporate communications, Advertising - in client servicing/account management roles.
- Knowledge of graphic design, event design, social media, digital marketing, PR, Media are critical skill-sets.
- Social sector relevant experience and/or interest in Non-Profits will be valued.
- Candidates in marketing roles handling 360 communication wanting to cross over can also be considered.
- Knowledge of Hindi and /or Marathi/Regional languages will be valued.
- Excellent command over English and polished verbal/presentation skills.

Competencies:

Functional Competencies

- Written and verbal communication
- Proactive
- Time management and prioritization in a deadline-driven environment
- Leadership skills
- Project management skills from ideation to execution to communication support and documentation

Other Competencies

- Ability to hear, aggregate and synthesize diverse perspectives and feedback.
- Adaptability to Salaam Bombay culture, values, mode of operation and creative norms.
- Working with senior leadership and peers to balance organizational priorities when competing voices and perspectives must be heard.
- Must enjoy working with children and youth.
- Balance and manage organizational expectations with the realities of team resources.
- Ability to concurrently manage multiple projects across multiple stakeholders and target groups.
- Must be patient enough to understand that the other teams may not be able to meet basic expectations and yet the project would need to be completed.
- Pleasant personality with sense of humour will be great.
- Multiple stakeholder management skills and patience/ maturity important.
- High energy & passion for the job will be excellent.
- Someone who has mastered the art of not taking things personally, no matter what.