

Job Description: Communications Associate

Location: South Delhi

Start date: Immediate

Salary: Commensurate with experience

Role description

The Communications Associate role includes - promoting the mission and vision of Peepul with an emphasis on enhancing understanding of the organization's work; driving organizational and communications objectives ; co-ordinating with teams to create, collate and deliver textual, audio and visual content; ensuring consistency in all communications; building external and internal stakeholder trust and advocacy; building media relationships.

Key Responsibilities

- Developing and executing the communications strategy for the organization.
- Creation, development and update of messaging materials as part of communications team and campaign strategy
- Prepare content/materials for external meetings and speaking engagements (i.e PowerPoint presentations, talking points, etc.).
- Develop strategy and manage organizations social media, website and digital communications etc.
- Maintain consistency in branding and messaging across all communications
- Fundraising communications:
 - Co-ordinate with teams to collect and create content for periodic donor reports and proposals
 - Co-ordinate with teams and stakeholders to collect / create quotes, testimonials, pictures for donor social media
 - Execute partnership press releases and online media visibility
 - Support donor visits
- Social Media:
 - Engage with all volunteers and staff in the official social media pages.
 - Use the platforms for employee and volunteer motivation and to create awareness about our work.
 - Conceptualize and create posts for the page: minimum 4 posts / week.

Desired Qualifications:

- Bachelor's degree in communications, journalism, English, or related field.
- 2-3 years' experience sin media relations, journalism, communications, social impact space or related field. Prior experience in the education field will be an added bonus.
- Ability to develop compelling stories with superior written, oral and visual communications skills.

- Excellent oral and written communication skills.
- Demonstrated skill in proactively building relationships with internal and external stakeholders.
- Excellent interpersonal skills, ability to listen well and positively represent the organization and its mission.
- Strong organizational skills, attention to detail and ability to manage multiple projects and stay on deadline.
- Flexibility and willingness to work as part of a large team.
- Proficiency in Microsoft Office programs, including Word, Excel and PowerPoint.
- Skills in design software, blogging software, social media platforms and editing content desired.
- Ability to work independently.
- Trustworthy, Ambitious and takes initiative; committed to getting the job done.