

Communications Coordinator

www.apnalaya.org

Apnalaya is a Mumbai-based NGO that specializes in Integrated Community Development. Our work currently centres around M East Ward, which has the lowest Human Development Index in the entire city. As a 46 year old organization, Apnalaya has built a solid brand in the Mumbai community – delivering high quality programs and driving thought leadership in community development.

Apnalaya Programs focus on works in the following areas:

➤ **Education & Livelihood**

We promote the completion of formal education, and empower youth to unleash their potential as productive citizens and change-makers. We bridge the gap between aspiration and livelihood for women and youth, and enable them to be self-sufficient via economic security.

➤ **Health & Disability**

We aim to break the inter-generational cycle of poor health by educating and encouraging 'health-seeking behaviour' among community members and working with the government for better quality and access to healthcare.

➤ **Governance: Citizenship and Advocacy**

We enable people to participate in their own development and facilitate responsible citizenship, by creating community volunteers and leaders.

We are looking for a Communications Coordinator to support the delivery of effective communications activities across the organization and to help amplify the work of Apnalaya to its key stakeholders.

LOCATION: Chembur, Mumbai

SALARY: Rs 3,60,000 – 4,80,000 per annum - according to skills/experience of candidate

HOLIDAYS: 21 Days Earned Leave, 12 Days Casual Leave, 12 Public Holidays

REPORTING: Chief Executive Officer

ALL APPLICATIONS TO BE SENT TO: arun@apnalaya.org

Job Responsibilities

TOOLS, COLLATERALS & REPORTS

Will be responsible to support the development of content for all key collaterals for APNALAYA. This will include the following tasks and responsibilities:

- Gathering and collation of information to inform copy.
- Capturing of case studies and facilitating capture of images from the field.
- Coordination of logistics for APNALAYA photo shoots and liaison with program managers for shoot itinerary, in collaboration with Communications Consultant.
- Collation of relevant and accurate impact data, and updation of this across platforms and collaterals on an annual basis;
- Secondary Proof-reading and editing;
- Coordination with printer for production of final products.

Specific Tools and Collaterals will include, but not be limited to, the following:

- **Collaterals** (Program Brochures, Fact Sheets, Pamphlets, Leaflets, Caselets) - you will facilitate the updation of these collaterals as and when required. And will monitor stock supplies / facilitate reprinting.
- **Bimonthly Newsletter** - support the Communications Consultant for the development and distribution of 6 x APNALAYA Newsletters, including identification of 5-6 story ideas and supply of raw content (including photographs). This will also include the oversight and regular updation of APNALAYA database.
- **AV Films & Video Content** - Will also be responsible for liaison with vendors for the branding of videos from the field to prepare them for dissemination across APNALAYA platforms.
- **APNALAYA Annual Report** - You will be responsible to support Communications Consultant in gathering case studies, highlights, impact data, images, internal reports and testimonials in raw format.
- **Articles** - You will facilitate the scan, PDF, filing and upload of various media articles featuring/written by APNALAYA and ensuring their dissemination across platforms (ie website, social media).

DIGITAL COMMUNICATIONS

Website:

- Will be responsible for assisting in gathering information for the regular update of impact data, case studies and images on the site.
- Will be responsible for review of Website Analytics and development of short report, including monthly traffic, most popular pages, linkages to website and other information so as to inform website management.

Blog:

- Will be responsible for the upload of relevant blog posts/images as provided by Communications Consultant.

Social Media (Twitter, Instagram, Youtube, LinkedIn, Facebook):

- Will be responsible for contributing to ideas and the development of content across all platforms as guided by CEO/Communications Consultant/Digital Media Consultant including contribution to various campaigns.
- Will be responsible for posting, and monitoring stakeholder comments, messages and engagement across

platforms. This will include development of a weekly report for monitoring engagement (i.e. comments, likes, responses to various types of articles etc.) to help inform social media strategy going forward.

- Will be responsible for the upload of various AV Films and Video content on Youtube and dissemination of the same across platforms.

EVENTS SUPPORT

- Will be responsible for assisting with the coordination of all branding for events, including invitations, agenda/programs, signage, standees, flex backdrops, kits, gifts and registration desk.
- Will be responsible for ensuring all events are documented in both photography and videography.
- Will be responsible for ensuring all event photos and videos are filed and branded correctly, and are disseminated via various mediums i.e., social media for proper amplification of events, under guidance of Communications Consultant.

OTHER

- Will be responsible for collating information for development of Awards Applications in collaboration with key internal departments.
- Will be responsible to provide administrative support to Communications Department on an as needs basis.
- Will be responsible to actively participate in all Communications meetings.
- You will be responsible for ensuring effective information management (storage and organizing of files such as photos, case studies, data and other information) for easy access and record keeping.

Competencies

Skills-based Competencies	<p>Qualifications</p> <ul style="list-style-type: none"> • Graduate/postgraduate in mass media or communications for development OR Social Work Graduate with interest/passion for Communications. <p>Mandatory</p> <ul style="list-style-type: none"> • Desktop Research and Interview skills essential. • Strong writing skills with an ability to write in different styles and voices • Proficient in Hindi & English - both written and verbal. <p>Desired</p> <ul style="list-style-type: none"> • Proven experience in managing projects <p>Skills in Media Advocacy</p>
Behavioral Competencies	<ul style="list-style-type: none"> • A detail oriented person, with good communication • Diligent Worker, ability to multitask • A team player