



HEAD OF COMMUNICATIONS AND FUNDRAISING:

My Choices Foundation is looking for a passionate Head of Marketing and Communications that will work with our Marketing and Communications team and take lead on all design & communications. This role will be fast-paced and multi-disciplinary across all our Marcomms activities.

ROLE:

Head of Communication and Fundraising at My Choices Foundation (female position).

IMPACT AREAS:

- Design Management: Manage the design work for all print media including comic books, flyers, brochures, banners, and more
- Communication - responsible for all communications across all platforms - Should possess excellent written communications skills
- Brand (Cause) Building: Help establish and build the brand (cause) of the NGO through outstanding design work across various platforms and mediums
- Stakeholder Input Management: Maintain communication with all stakeholders involved in the creation of new media as well as the grassroots education
- Market research and analysis: Help My Choices foundation stand out for its quality, authenticity, and transparency - research best practices and be familiar with NGOs who “do it better”, and always have ideas about how we can improve our communications, designs, and storytelling and help position MCF to stand out from the crowd
- Design Thinking: Contribute design thinking to all of the work we do, including grassroots programs



- Grassroots Media: Help plan, develop, manage, execute all content and media for all our grassroots education
- The every day stuff: assist with daily administrative marketing and communications tasks

RESPONSIBILITIES

Collateral Management

- Create, develop and maintain all MCF's marketing and communication material for internal purposes and for external partners
- Oversee the development of all training material for our ongoing trainings and conferences - ensure all our content is on brand and consistent

Managing Marketing Platforms:

- Manage Digital Marketing and Communication Strategy including but not limited to:
 - Social Media marketing and communication strategy
 - Email marketing and communication strategy and integration with other platform
- Website marketing and communication strategy - Keep ORA section of website up-to- date with latest stats, graphics, blogs, campaigns, etc.
- Consistently build and engage local and international community - an active supporter base through website, EDM and social media
- Proactively pursue any opportunity to raise the public profile of the work and team members of ORA



Communication With Stakeholders:

- Manage communication strategy for our implementing partners through newsletters keeping them up-to-date with the monthly activities in Operation Red Alert
- Develop, implement and manage communication strategy for strategic partners through newsletters and any other effective medium
- Send out quarterly newsletters to all our subscribers / stakeholders
- Maintain relationships with all media companies actively providing My Choices Foundation with media services
- Media Engagement: Proactively pursue outlets to share our stories and awareness of the cause

SKILLS:

Degree in Marketing and Communications (and Writing) with experience in Design, preferably Graphic Design, Product Design, Visual Merchandising or Visual Communications.

EXPERIENCE: Minimum 5 years

LOCATION: Banjara Hills, Hyderabad

A Must have Quality: Should possess excellent command in English both written and spoken

You love design.

You are proficient in Adobe Creative Suite, in particular Photoshop, Illustrator and InDesign. You are on top of latest design trends, and thrive off of the unlimited creativity that your skills give you. You love being original, and hate copying or replicating.



You're a whiz at brand building.

You're the kind of person to have a notebook full of logo sketches because you ooze inspiration for brand building. You have a pet peeve for poor font choices, and bad alignment makes you dizzy with frustration because... well, DUH! You don't trust brands that use fuzzy logos, or low resolution images. You are excited by the possibility to experiment with communication creatives, and probably already have ideas for contact that our company needs to create.

You're an excellent communicator.

Every part of marketing from design to writing copy requires excellent communication skills. Whether it is communicating with your team to ensure a project goes smoothly, or designing communication collaterals to reach riders, this skill is of paramount importance. You know how to be convincing, direct, and professional. You always see criticism as constructive.

You're not just driven, you can drive your own project.

You are committed to the mission of eliminating violence against women and girls. Sometimes little things require tremendous effort and creativity, but the result can be tremendous impact in the field. You know that your role as leader of the Marketing and Communications team requires a wide variety of hard work. You welcome the challenge. You are a self-starter and take initiative on any projects assigned. You are not afraid to admit mistakes and you fix what you can right away.



COMMITMENT

This is a full time role situated at our office in Banjara Hills, Hyderabad.

Please apply by submitting your CV, cover letter along with your portfolio / link to your work to **hr@mychoicesfoundation.org**

(Having a portfolio of work is required).



Her Choices Trust
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FOUNDATION