

Job Description for Communications Manager - Mumbai

About Praja

Founded in 1998, Praja is a non-partisan organization enabling accountability in governance. Praja empowers citizens to participate in governance by providing knowledge and perspective so that they can become politically active and involved beyond the ballot box. It undertakes extensive research and highlights civic issues to build the awareness of, and mobilize action by the government and elected representatives.

Praja believes that uninformed and disengaged elected representatives and administration, rather than existing systems or policies, are responsible for the lack of good governance. Additionally, there is a paucity of tools to facilitate effective interaction between citizens and the local government.

Praja conducts data driven research and provides information on various local governance issues to citizens, media, and government administration. Over the years, Praja has collected innumerable data and published various reports on these issues. Praja is now looking to increase its visibility through various media by ensuring that the organizations experience and expertise are well communicated.

The Role

The Communications and Monitoring and Evaluation Manager will be responsible for setting, guiding and implementing the strategy to consistently articulate Praja's mission via all communication collaterals, digital and social media platforms, public relations activities and events as well as oversee the M&E function. This will entail:

- Develop Praja's internal communications strategy, including traditional and social media channels
- Develop and manage internal and external communication efforts to enhance Praja's brand image and reputation
- Develop messages on a range of relevant topics ensuring consistency of internal and external messaging
- Create positive perceptions of the brand through social media; collaborating with key leaders across the organization to drive strategic communication approaches and supporting the company's business objectives
- Work closely with the Program Heads within the organization as the communications partner on a variety of strategic initiatives
- Oversee the M&E plans, define project indicators and review monitoring data

Key Responsibilities

- Develop an integrated strategic communications plan to broaden awareness and strengthen the brand across external audiences, including the media, public officials and key influencers

- Work closely with Program Heads to understand their products and build communication collaterals along with the program teams for these products
- Build content and manage visibility on various online platforms including the website and social media. Track, evaluate and report effectiveness of communication activities
- Plan and execute events (press conferences, workshops, seminars, symposiums) along with Program Heads and execute relevant communication activities. Report consistently the successes and failures from these events
- Media management through consistent communications and meetings. This will also include writing pitch mails, drafting and disseminating press releases/notes, setting up bridge building meetings for senior management and organizing media site visits
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, white papers, newsletters, handbooks etc.
- Strategize with the Director and Program Heads for communicating the advocacy efforts of the organization to appropriate stakeholders
- Mentor and lead a team of 1-2 communication officers
- Assist the Director in building proposals/pitch presentations to support fundraising
- Lead a team of 1-2 communication officers
- Design and edit (including proof reading) all products/reports of the organization with the communications team
- Write donor/organization annual reports
- Liaise and manage relevant vendors and related budgets
- Evaluate and report on a regular basis the impact of the communication campaigns and activities
- Support implementation of monitoring and evaluation policies and strategies including implementation of monitoring tools and standards
- Facilitate knowledge building and knowledge sharing on monitoring and evaluation

Additional Skills

- Excellent communication both written and oral in English is a must (additionally written communication in Marathi or Hindi would be a plus)
- Demonstrated ability to write op-eds and/or corporate communications; write/edit sectorial/organization reports
- Is Innovative and creative (experience in design; brand building and audio visuals)
- Experience in planning and managing budgets is desirable
- Organizing and assisting in fundraising
- Ability to work in a deadline driven and dynamic environment
- Unquestioned integrity
- Flexible and adaptable
- Performance oriented and brand focused
- Multi-tasker with attention to details

Educational Qualifications

- Minimum 5 to 8 years practical experience in Communications, Public Affairs or Media Relations
- Previous work in the development sector or voluntary experience/exposure to the sector would be an added advantage

The selected candidate will be based in Mumbai. Remuneration will be commensurate with knowledge and experience levels. Please apply with your resume (please include current and expected salary) to hr@praja.org. For further information please log on to www.praja.org