

Job Description

Dasra is India's leading strategic philanthropy foundation, working with philanthropists and high potential social entrepreneurs to bring together knowledge, funding and people as a catalyst for social change. Dasra scales non-profits and social businesses in order to accelerate change and transform lives.

With over 16 years of experience and a team of 80 + professionals, Dasra has established itself as a social sector leader by:

- Evaluating over 2,000 non-profit organizations and social businesses;
- Advising 730 non-profit organizations and social businesses on growth plans;
- Engaging over 3,000 philanthropists, multi-lateral agencies and corporate foundations;
- Publishing 68 research reports and white papers;
- Directing over INR 350 CR in funding commitments to the social sector

In the pursuit to achieve Dasra's objective of changing millions of lives for the better, the Communications team plays a critical role. We are looking for a 'Team Lead' in the Communications team to manage media relations, build media partnerships and develop and curate content based on need. The Team Lead will report to the Associate Director - Communications.

Areas of Responsibility:

The individual will manage different functions within the team, mainly public relations, content curation, digital media partnerships, and newsletter dissemination. The specifics of the work are as below:

Content:

- Writing content for various communication pieces – press releases, columns (ghost-writing on behalf of the organization), online media, newsletters, blogs, etc.
- Play a key role in drafting, designing and disseminating newsletters in HTML format
- Coordination with the diverse teams at Dasra to identify and curate content
- Secondary research on social issues in order to make all communications impactful

Media Relations:

- **Executing a comprehensive public relations strategy:** Closely liaising with other team members to identify priorities, plan on a monthly and weekly basis, ensure effective communication on media channels and ensure effective outreach
- **Develop a database of news platforms:** Identify publications, platforms, and organizations in the online and publishing space with whom partnerships can be forged to help strengthen our communication and brand building through reports and other knowledge pieces
- Crafting and pitching story-ideas that promote the brand and its service offerings
- Helping with compilation of materials to be shared with media (reports, factsheets, etc.)



Team Lead – Communications (Media Relations)

- Maintaining a portfolio of print mentions/newspapers and online releases for easy reference
- Creating press decks with scans and links of the release work

Salesforce (online database management application):

- Upload data such as media mentions, contacts etc.
- Generating reports and sharing with team as desired
- Database cleanup to ensure the correctness of the contact details

Administrative:

- Availing external partner quotes as and when desired
- Managing invoices and their clearances

Qualifications:

- Graduate degree preferably in Science/Arts/ Commerce
- Diploma/PDGM/MBA in Public Relations will be desirable
- Technical course in HTML and coding will be an added benefit
- Experience in media relations is a prerequisite
- A background in journalism is favorable

Skills:

- Strong communications skills – both verbal as well as written is a prerequisite
- Good comprehension capabilities and interpersonal skills
- Attention to detail
- Ability to work independently and under high pressure

Team player

- Ability to work out project timelines and priorities effectively
- Interest in media and public relations
- Proficiency in working on Microsoft office, Wordpress and Blog portals

Experience:

- At least 5-7 years' work experience in marketing/public relations/ journalism.