

Assistant Manager - Communications

GENERAL

Location of Job: Gurugram

Type of Employment: Contractual for 1 year, renewable basis performance

No. of Position: 1

Reporting to: Manager-Strategic Initiatives & Communication

Annual Salary: 8 Lacs per annum

1. JOB PURPOSE

The AM - Communications is responsible for developing and implementing strategic public relations initiatives to enhance the organization's reputation and promote its products, services, or activities. This role involves managing a team of PR professionals and collaborating with various internal and external stakeholders to ensure effective communication and a positive public image.

2. KEY ACCOUNTABILITIES

a) Event Planning and Management

- Plan and execute events, including online events, media-focussed events, partner meets, funder meets, conferences, gala events etc.
- Coordinate logistics, secure venues, manage vendors, and oversee event budgets.
- Collaborate with team members to ensure successful execution of events.
- Plan and ensure promotion of organizational events through various media channels.

b) Writing and Documentation

- Draft press releases, media advisories, news articles, blog posts, and other content to effectively communicate key messages to the public.
- Support development of reports and documents featuring impacts, outcomes and best practises of organisation interventions. Collaborate for development of scripts and narrative for videos and short films about the organization's programs
- Collaborate with internal departments, senior management, and external partners to maintain consistent messaging and alignment with the organization's objectives.
- Coordinate with team to ensure multi-channel alignment of digital presence including social media and the PR strategy to engage the target audience and achieve communication goals effectively.

c) Media Relations Management

- Assist in development and execution of comprehensive PR strategies that align with the organization's goals, including brand building, crisis management, and reputation enhancement.
- Coordinate interviews or statements from organizational spokespeople to maintain thought-leadership of organization and leadership in the social development space in India and Internationally.

- Cultivate and maintain relationships with national and regional media outlets, journalists, and influencers to secure positive media coverage across program locations.
- Assist the team in handling and mitigating PR crises, ensuring a timely and appropriate response. Collaborate with internal departments and external partners to maintain consistent messaging and alignment with the organization's objectives.

d) Analytics and Reporting

- Use monitoring tools to track media coverage and public sentiment, and provide data-driven insights to adapt PR strategies accordingly.
- Ensure tracking of budget and resource allocation to ensure that all PR activities are cost-effective.
- Prepare regular reports on PR activities and their impact on the organization's reputation and business goals.

e) Other Indicative Requirements

Educational Qualifications	Bachelor's degree in communications, journalism, public relations, or a related field.
Functional / Technical Skills and Relevant Experience & Other requirements (Behavioural, Language, Certifications etc.)	<ul style="list-style-type: none"> ○ Proven experience in media and communication roles, ideally with a non-profit or social sector organization ○ Strong background in event planning, and media relations. ○ Exceptional writing, editing, and storytelling skills. ○ Strong media relations and public relations skills and experience. ○ Ability to work independently and as part of a team, with strong project management skills. ○ Demonstrated passion for social impact and development sector.

How to apply

Interested candidates can mail their detailed resume at **contact@peopable.co.in**
(Please mention the position name in Subject