

JD for Communications Associate

Number of Positions: 1

Location: Noida

About the Organization

The Organization founded in 2015 is as one of the leading Monitoring, Learning and Evaluation (MLE) agencies working in social development domain in India. DI with deep commitment to providing best of services not only in MLE domain, but also in small and large-scale surveys, data analytics and training has undertaken a variety of research and M&E work across numerous thematic areas, some of which are Early Childhood Care and Development, Public Health, WASH, Education, Nutrition, Livelihood, Financial Inclusion and Child Protection / Rights.

The Organization is a not-for-profit organization committed to creating opportunities for everyone to lead healthy, fulfilling lives. TLF focuses on quality education by supporting schools, libraries, scholarships, and vocational training while addressing gender and child protection as key priorities.

In healthcare, it prioritizes maternal and child well-being and provides care for the elderly and individuals with disabilities. The foundation also delivers swift relief during natural disasters, supporting vulnerable communities in times of need.

With education, healthcare, and social welfare at its core, TLF drives sustainable change through compassion, inclusion, and service.

Job Summary

We are hiring a dynamic communications professional. The position holder shall be responsible for social media management, content development, organizing and managing webinars, events, and forums for the company.

Roles and Responsibilities –

Social Media Management

- Responsible to develop and implement a robust social media strategy to enhance brand awareness and engagement
- Develop engaging and informative social media posts (images, videos, written content) for Dev Insights (DI) aligned with Dev Insights' mission and ongoing projects and for The Lily Foundation (TLF)
- Regularly update posts on LinkedIn, Twitter /X, Facebook, Instagram and other relevant platforms
- Monitor and respond to comments and messages, fostering a positive and active online community. Use analytics to suggest improvements to communication strategies
- Keep managing and updating website and social media content

- Based on the postings, track social media performance and provide weekly insights for improvement

Content Development

Create contents which shall include the following –

- Blogs and Articles: Write and publish meaningful/ relevant blogs and articles that projects DI as the thought leaders in field of monitoring, learning, and research, CSR
- Online Polls: Create some engagement activities like online polls on subjects that can mutually be discussed and agreed
- Newsletters: Create and share monthly newsletters to keep the stakeholders informed about DI current assignments and upcoming events
- Press Releases: Draft and disseminate press releases to announce significant milestones and research publications

Webinars, Online and Offline Events

Organize and coordinate webinars and online events for TLF and/or DI, including topic selection, speaker arrangements, and promotion. This would include:

- Content Development: Develop compelling presentations and materials to support webinar topics
- Moderation: Host and moderate webinars, ensuring smooth execution and engaging audience participation
- Pre – Event Engagement: Design communication materials for events and BD activities, which includes but not limited to cover page, banners, posters, brochure etc.
- Post-Event Engagement: Follow up with participants through emails, feedback surveys, and recording distribution and so on
- Plan, organize and coordinate internal events - Townhalls and employee forums, seminars and offline events wherever needed

Stakeholder Communication

- Liaise with various departments to ensure effective communication with stakeholders
- Any other tasks related to DI/TLF's branding, documentation and communications activities

Eligibility

- Graduate/ Post Graduate in relevant stream
- The candidate must possess excellent communication skills in both Hindi and English, demonstrate creative thinking, and have expertise in content creation and design
- Proficiency in managing all social media platforms is must
- Strong proficiency in MS Office and Canva is required

Experience

Minimum of 2 years' experience in the roles listed above

Remuneration

During Probation – 3.60LPA

After Confirmation – 4.80LPA

Interested candidate please share your cv at:

contact@pmspl.net.in