

Job Description For Ad Posting

Position Name	Communications Manager
Reports to	Director – Communications
Location	Mumbai Office
Supervises	N/A

About Habitat:

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort. The housing organization has since grown to become a leading global nonprofit working in more than 70 countries. In India since 1983, Habitat for Humanity has supported more than 38 million people by helping them build or improve a place they can call home, build improved sanitation units and provide humanitarian aid and disaster resilient shelter solutions in the aftermath of natural disasters.

Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower.

To learn more, donate or volunteer, visit www.habitatindia.org

Position Purpose:

Under the guidance and direct supervision of the Director - Communications, the Communications Manager is responsible for developing and implementing the communication plan. The incumbent will provide expert advice and input in the shaping and implementation of Habitat India's communications plan, in line with the organizational strategy and plan.

Key Responsibilities:

Storytelling

The candidate must be a fantastic storyteller. Fluent and impeccable in written and spoken English. Knowledge of other Indian languages is a plus. The ability to conceive story angles, perform interviews, research and solicit newsworthy material for feature stories and other external publications is required.

Copywriting

Create and write content for different mediums such as digital, print, brochures, newsletters, emailers, websites and all other communication collaterals that fall under internal and external communications. This includes learning about the need and who will be the target audience.

Writing clear, persuasive, original copy in line with the Habitat for Humanity brand guidelines for the following collaterals including (but not limited to):

- Human interest stories
- Newsletters, emailers, brochures, catalogues, PPTs
- Publications such as annual reports, dossiers
- Website, social media and other digital platforms
- Print, radio and television ads, press releases

Editing and Proofreading

Must be able to proofread impeccably and edit the copy skillfully. He/she should possess the following:

- Solid spelling, grammar, punctuation skills, proofreading and an eye for detail
- Should have the knowledge and understanding to determine between 'your, you're, there, their etc. Should not write in language such as 'ur, lyk, ty etc.
- Familiarity with stylebooks and other reference materials
- Must be proficient with MS Office and editing tools

Photography and Filmmaking

- Must have visual intelligence and sound knowledge of photography, cinematography, videography and video editing.
- Make / commission / plan / oversee film and video projects showcasing impact of Habitat India's work on the lives of Habitat homeowners.
- Carry out photoshoots of Habitat home partners showcasing the impact of Habitat's work.
- Create a visual library of high-quality photographs of home partners. Create an internal archive and system for Habitat employees to access the photographs.

Social Media Marketing

- Must have in-depth social media skills.
- This includes knowing what type of content works best on which platforms, optimizing content, analyzing insights as well as understanding the different nuances of each platform.
- The candidate will be responsible to develop and deliver a comprehensive social media strategy that connects Habitat for Humanity India with the youth, online audience and establishes Habitat as an expert in housing.

Campaigns and Events

- Design events, campaigns or provide able assistance to the team organising campaigns/events to raise awareness about Habitat India's work.

Other Responsibilities Include (but are not limited to)

- Provide expert advice and input in the shaping and implementation of Habitat India's communications plan, in line with the organizational strategy and plan.
- Devise and monitor results, processes and work planning to ensure that communication goals are met and delivered in a timely and efficient manner.
- Set up a continually developed contact list of individuals, groups, organizations whose support are essential to/can assist in achieving Habitat India's communication objectives.
- Work with Habitat India's brand ambassadors for sustained involvement.
- Act as focal point on internal and external communications activities.
- Support resource mobilization through effective communications activities.
- Build relationships with staff in regional offices, other departments and external partners to gather information and provide advice on communications products and outreach.
- Perform other related duties as required.

Skills, Qualification, and Experience

Education:

Bachelor's degree in Mass Communication, Mass Media or other relevant field
Master's degree in communications, mass media or other relevant field is desirable.

Qualifications:

- Excellent PC skills and broad knowledge of Microsoft software tools like MS Word, Excel, PowerPoint, Sharepoint, etc.
- Strong written and verbal communication skills.
- Strategic Thinking: Ability to develop and implement communication strategies that support the organization's goals and objectives.
- Stakeholder Management: Skilled in building and maintaining relationships with internal and external stakeholders, including media contacts.

- Storytelling: Proficient in crafting compelling narratives and messages to engage target audiences.
- Crisis Management: Able to handle sensitive issues and crises effectively, maintaining transparency and credibility. Provide ad hoc support to head of department on crisis communications.
- Project Management: Strong organizational skills to plan, execute, and evaluate communication campaigns and initiatives.
- Analytical Skills: Aptitude for analyzing data and insights to measure the effectiveness of communication efforts and make data-driven decisions.
- Collaboration: Collaborative approach to working with cross-functional teams, fostering cooperation and achieving shared objectives. Must have good coordination skills.
- Demonstrated experience in managing budgets, resources, and external vendors.
- Proficiency in using communication tools and technologies.
- Proven ability to work in varying situations, from committee work in which a “team player” approach is essential to situations in which considerable independence and self-motivation is required.
- Demonstrated ability to work with wide range of individuals from diverse backgrounds, countries, and at varying levels within the corporate structure.
- Demonstrated ability to perform under pressure and respond rapidly to breaking situations. Sound, proven judgment is a must.
- Familiarity with various communication channels, including traditional media, online platforms, and internal communication tools.
- Knowledge of current and emerging trends in digital media.

Experience:

- Three to four years of relevant experience but freshers with strong communications skills will be considered.
- Proven experience in managing people and projects that involve communications, writing, photography, filmmaking and social media.
- Experience of working in a non-profit organization is desirable.
- Must have excellent written and verbal communication skills

Interested candidates should submit their application to recruitment@hfindia.org with the subject line “APP: Community Coordinator_Last Name, First Name”.