

Habitat for Humanity India – Communications Manager Job Description

Position Name	Communications Manager
Reports to	Director – Communications
Location	Mumbai

About Habitat for Humanity:

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:

Reporting to the Director of Communications, the Communications Manager at Habitat for Humanity India will assume a critical role in elevating the organization's visibility, bolstering its brand reputation, and amplifying its communication endeavors. This role entails furnishing adept counsel and contributions to shape and execute Habitat India's comprehensive communications blueprint and thru producing relevant contents and deliverables. By skillfully steering and implementing communication strategies, the role will reinforce the organization's reputation, all while proficiently fostering engagement with a diverse array of stakeholders.

Education/Experience/Language requirements

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.

Experience:

- 5 years of relevant experience
- Experience in development and implementation of communications strategy.
- 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.
- Freshers with strong communications skills will be considered. The designation will differ.

Essential Duties and Responsibilities:

1. Content, Brand Building and Storytelling (40%)

- Leads in identifying the communications channels and platforms that can best deliver Habitat's content to audiences that are strategically important for brand building, fundraising, advocacy and programs.
- Develops compelling and relevant content for all internal and external communications efforts.
- Ensures consistent messaging and branding across all communication channels.
- Develops and manages the content calendar to ensure timely and engaging dissemination of information.
- Monitors industry trends and best practices to continuously improve communication strategies.
- Develops and coordinates communications materials during rapid onset and ongoing emergency/disaster responses by conducting scanning and identifying the stories, content and needs of Habitat India's disaster response work to drive integration, and ensure that fundraising, campaigns and content teams are able to maximize funds raised, acquire supporters and strengthen brand equity.

2. **Media and Public Relations (15%)**
 - Researches, cultivates, and maintains strong relationships with media outlets, journalists, and relevant stakeholders.
 - Develops and executes media outreach plans for programmes, major events, campaigns, and organizational announcements.
 - Monitors media coverage and prepares reports to measure the effectiveness of PR efforts.

3. **Audio-visual Communication (15%)**
 - Develops, publishes and oversees the production of a variety of digital content, including audio-visual productions (videos, podcasts, webinars, and multimedia presentations), with a focus on producing engaging contents that are visually appealing and provide an overall rich experience for donors and visitors.
 - Manage all posting of produced materials to ensure content is on-brand and search- and social-optimized.
 - Collaborate with internal teams and external partners to create impactful audio-visual materials to convey the organization's mission and impact.
 - Track engagement for audio-visual content to assess effectiveness.

4. **Digital and Social Media Management (10%)**
 - Contributes to the creation of the digital and social media annual plan as part of the overall comms plan.
 - Leads digital execution, across email, website, and social media- of fundraising and engagement campaigns throughout the year.
 - Manage and grow Habitat India's presence on digital platforms, including social media channels, website, and email campaigns for key days, themes, and priority upcoming events.
 - Monitor social media metrics and engagement levels to gauge the success of online communication efforts.
 - Stay updated on digital trends and emerging platforms for potential integration into communication strategies.
 - Collaborate with digital marketing agency to run effective Google Ads and direct marketing campaigns for increased brand recall.

5. **Campaigns and Events (10%)**
 - Conceptualize, plan, and execute communication strategies for fundraising campaigns, awareness drives, and events based on the annual plan.
 - Coordinate with various departments to ensure seamless execution of campaign and event communication.
 - Measure the success of campaigns and events through key performance indicators (KPIs) such as participation, engagement, and funds raised.
 - Identify events/ conferences/workshops/seminars where organization should be represented.

6. **Safeguarding (10%)**
 - Develop and implement robust informed consent procedures (local language, should inform the intended use of the image, nature of audience, etc.). Make sure parents and children are prepared and briefed prior to taking images.
 - Be sensitive to personal privacy and safety when sharing identifying details. Identifying information should not be included in images and stories about children. Do not use the child's full name or use their name with other personal information (such as village name, school name, street signs or names of family members) which may identify their location.
 - When depicting subjects, photos should always be presented with dignity to fully align with our brand platform tenets of strength, stability and self-reliance. Do not identify survivors of sexual exploitation, gender-based violence or abuse as such.
 - Ensure photographs and videos present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive.

Knowledge, Skills, Abilities and Other Responsibilities (not limited to)

- Strong written and verbal communication skills in English, Hindi and/or other regional languages. Knowledge of other Indian languages is a plus.
- The candidate must be able to write, edit and proofread copy impeccably.
- Excellent PC skills and broad knowledge of Microsoft software tools like MS Word, Excel, PowerPoint, SharePoint, etc.
- 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.
- Project Management: Strong organizational skills to plan, execute, and evaluate communication campaigns and initiatives.
- Analytical Skills: Aptitude for analyzing data and insights to measure, monitor and evaluate 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.
- 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.
- Knowledge of current and emerging trends in digital media.
- Familiarity with various communication channels, including traditional media, online platforms, and internal communication tools.
- 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.
- 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.

Preferred Requirements (in addition to minimum)

- Knowledge and experience of using AI platforms or tools such as Canva.
- Experience of working in a non-profit organization is desirable.
- Knowledge of digital marketing techniques and tools
- Leadership: Capable of leading a team, providing guidance, and inspiring creativity and innovation.

Work Setting

- The position requires an ability and willingness to travel (domestic and internationally) up to 30% of the time.
- Must be prepared to travel to disaster affected areas.
- 100% Work from office

Location: Habitat for Humanity India’s National Office, Mumbai.

Willingness to strictly comply and actively support Habitat for Humanity's Commitment and Values:
Humility – We are part of something bigger than ourselves.

Courage – We do what's right, even when it is difficult or unpopular.

Accountability – We take personal responsibility for Habitat's mission.

Safeguarding – HFHI requires that all employees take seriously their ethical responsibilities to safeguarding our intended beneficiaries, their communities, and all those with whom we work.

Managers at all levels have responsibilities to support and develop systems that create and maintain an environment that prevents harassment, sexual exploitation and abuse, safeguards the rights of beneficiaries and community members (especially children), and promotes the implementation of Habitat for Humanity's code of conduct.

Interested candidates should submit their application to recruitment@habitatindia.org with the subject line "Communications Manager_Last Name, First Name.
