

## Communications Specialist Job Description

Position Name	<b>Communications Specialist</b>
Reports to	Director – Communications
Location	Mumbai / New Delhi / Bengaluru / Chennai

### 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](http://www.habitatindia.org)

### Position Purpose:

Reporting to the Director of Communications, the Communications Specialist will take charge of managing Habitat India's digital marketing, social media efforts, and media relations. The candidate will develop digital strategies, execute campaigns, and enhance the organisation's brand presence, while managing relationships with media outlets to bolster public awareness and support of Habitat's mission.

### Education/Experience/Language requirements

#### Education:

- Bachelor's degree in Mass Communication, Digital Marketing, Public Relations, or related fields.
- Master's degree in Digital Media, Communications, or Marketing is preferred.

#### Experience:

- 3-5 years of relevant experience in digital marketing, social media management, and media relations, preferably in the non-profit sector.
- Experience in managing digital campaigns (SEO/SEM, email marketing, Google Ads) and social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube).
- Proven track record in developing media outreach plans, managing digital strategies, and overseeing paid digital advertising efforts.
- Strong content development skills, with experience in photography, videography, and visual storytelling preferred.
- Familiarity with CRM systems, email automation platforms, and social media management tools (e.g., Hootsuite, etc).

### Essential Duties and Responsibilities:

#### 1. Digital Marketing and Social Media (30%)

- Develop and implement a comprehensive digital marketing strategy, aligning with Habitat India's organizational goals.
- Lead and execute digital campaigns, including email marketing, Google Ads, and direct marketing, aimed at driving fundraising and engagement.
- Oversee the day-to-day management of Habitat India's social media channels, including content creation, curation, and community engagement.
- Build and execute social media campaigns to increase visibility, donor engagement, and advocacy.
- Monitor social media trends and analytics to optimize content strategies and boost engagement across platforms.
- Collaborate with key internal and external stakeholders to create compelling multimedia assets.

## 2. Brand Building and Communications Strategy (25%)

- Develop and execute a communications strategy that effectively delivers Habitat's content to strategically important audiences for brand building, fundraising, advocacy, events, and programs.
- Serve as a brand custodian by ensuring consistent messaging and branding across all communication channels.
- Develop and manage the content calendar to ensure timely and engaging dissemination of information.
- Develop and coordinate communications materials during rapid onset and ongoing emergency/disaster responses by identifying stories, content, and needs of Habitat India's disaster response work. This ensures that fundraising, campaigns, and content teams can maximize funds raised, acquire supporters, and strengthen brand equity.
- Coordinate with various departments to ensure seamless execution of campaigns and event communication.

## 3. Media Relations and Outreach (20%)

- Develop and maintain relationships with key media outlets, journalists, and influencers to ensure positive coverage of Habitat India's work.
- Draft press releases, media advisories, and prepare media kits for campaigns, events, and organizational announcements.
- Coordinate media outreach for major events, initiatives, and project milestones, ensuring alignment with the overall communications strategy.
- Identify events, conferences, workshops, and seminars where the organization / spokesperson should be represented.

## 4. Website, SEO, and Email Marketing (15%)

- Oversee website content updates, improvements, and SEO optimization to drive traffic and enhance user experience.
- Manage ongoing website maintenance in collaboration with external agencies to ensure timely updates and seamless operation.
- Design and implement email marketing campaigns targeting donors, partners, and supporters, utilizing segmentation and A/B testing.
- Manage the donor email database to ensure effective communication and engagement strategies.
- Track email campaign performance and prepare regular reports to evaluate engagement and conversions.

## 5. Analytics and Reporting (10%)

- Analyze data from social media, website, digital campaigns, and media coverage to create actionable insights and optimize performance.
- Measure the success of campaigns and events through key performance indicators (KPIs) such as participation, engagement, and funds raised.
- Provide monthly reports to the Director of Communications detailing key performance metrics, audience growth, engagement, and media mentions.

## 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, Semrush, Hootsuite.
- Experience of working in a non-profit organisation is desirable.
- In depth knowledge of digital marketing techniques and tools and backend
- 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
- Habitat India’s Registered Office, New Delhi.
- Habitat India’s Bengaluru office
- Habitat India’s Chennai office

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 homeowners, 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 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](mailto:recruitment@habitatindia.org) with the subject line “Communications Specialist\_Last Name, First Name”.

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