

Habitat for Humanity India – Communications Executive: Special Events Job Description

Position Name	Communications Executive – Special Events
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 India began in 1983 as a grassroots effort. The housing organisation has since grown to become a leading housing nonprofit that has helped over 57,000 underprivileged families in India build or improve a place they can call home. Through its housing, WASH (Water, Sanitation, and Hygiene) and disaster risk reduction and response programmes, Habitat for Humanity India has positively impacted the lives of more than 3.6 million people. 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 Executive: Special Events will play a key role in managing and nurturing relationships with high-net-worth individuals (HNWIs) who participate in the Habitat Charity Golf Tournament and other special events. Positioned within the Communications Department, this role focuses on supporter engagement, donor communications and event-related outreach to mobilise financial and non-financial support critical to advance Habitat For Humanity India's vision and mission. This is an exciting opportunity for candidates with strong communication skills, an interest in philanthropy and events, and a passion for building meaningful connections.

Education/Experience/Language requirements

Education:

- Master's degree in communications, mass media or other relevant field.

Experience:

- 2-3 years of relevant experience. Freshers with strong communications skills will be considered.
- Experience in development and implementation of communications strategy, marketing campaigns and events.
- Must have excellent written and verbal communication skills.

Essential Duties and Responsibilities:

1. Stakeholder Relations and Partnerships (30%)

- Build and maintain a database of HNIs who have participated in the Habitat Charity Golf Tournament
- Develop a strategy and execute a tailored engagement plan to strengthen relationships with golfing fraternity supporters and help fund the mission.
- Coordinate regular communications (emails, newsletters, thank-you notes, updates) to supporters from Habitat Charity Golf initiative.
- Assist in planning and executing donor-centric events and meetups related to Habitat Charity Golf and beyond.
- Track supporter engagement and provide regular reports and insights.
- Support the Communications team with content creation and collaterals critical for relationship building with the golfing fraternity, including personalized outreach.
- Secure sponsorship for Habitat Charity Golf events and nurture relationship with current and potential sponsors.

2. Campaigns and Events (25%)

- Conceptualize, plan, and execute communication strategies for fundraising campaigns, awareness drives, and events.
- Develop event related collaterals, sponsorship presentations, reports and other collatearls.
- Lead the execution of Habitat Charity Golf Tournaments and contribute to its expansion.

- 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.
- Represent Habitat professionally at events and other networking opportunities.

3. Content, Brand Building and Storytelling (15%)

- 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 programmes.
- Develops compelling and relevant content for all internal and external communications efforts.
- Ensures consistent messaging and branding across all communication channels.
- Writing compelling copy aligned with Habitat's brand guide for internal and external communications efforts such as but not limited to newsletters, website, emailers and so on.
- 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.
- Track engagement for content to assess effectiveness.

4. Digital and Social Media Management (15%)

- 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 experts to run effective Google Ads and direct marketing campaigns for special events and increased brand recall.

5. Media and Public Relations (15%)

- 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.
- Researches, cultivates, and maintains strong relationships with media outlets, journalists, and relevant stakeholders.

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

- Strong written and verbal communication skills in English. Knowledge of other Indian languages is a plus.
- Strong interpersonal skills and a professional demeanor
- Self-motivated, with a willingness to learn and take initiative.
- 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

Work Setting

- 100% Work from office
- The position requires an ability and willingness to travel locally and domestically (need based)

Location:

- Habitat for Humanity India’s National Office, Mumbai

Core Values:

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 – Habitat For Humanity India 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 Executive_Special Evens_ Last Name, First Name.

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