

## Habitat For Humanity India Senior Manager - Communications Job Description

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|---------------|---------------------------------|
| Position Name | Senior Manager - Communications |
| Reports to    | Director – Communications       |
| Location      | Mumbai / Pune / Chennai         |

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

### Position Purpose:

The Senior Manager – Communications will play a pivotal role in strengthening the visibility, voice and value of Habitat for Humanity India. Working closely with the Director – Communications, this role will develop and execute integrated communications strategies that elevate brand equity, build stakeholder trust and deepen engagement across donors, partners, media, volunteers and communities. The position requires a high-performing candidate, manage cross-channel campaigns and ensure content excellence, safeguarding adherence and storytelling impact.

### Education/Experience/Language requirements

#### Education:

- Master’s degree in Mass Communication, Media Studies, Journalism, Public Relations, or related fields.

#### Experience:

- 6-8 years of progressive experience in communications, with at least 3 years in a managerial or leadership capacity.
- Demonstrated expertise in media relations, content strategy, brand communications, digital marketing and donor communications.
- Experience in development/non-profit sector is desirable.
- Proven ability to lead teams, manage budgets and oversee vendors/service providers/consultants.
- Strong editorial judgment, writing, and storytelling skills in English. Knowledge of other Indian languages is a plus.
- Strong content development skills, with experience in photography, videography, storytelling, aesthetic and design sense preferred.

### Essential Duties and Responsibilities:

#### 1. Strategic Communications and Brand Building (30%)

- Develop and execute an integrated communications strategy aligned with Habitat for Humanity India’s organizational goals, focused on brand building, fundraising, advocacy, programmes and events.
- Support Habitat fundraisers with the necessary communications collateral related to programmes so that they can continue to gain support from Habitat’s network of donors.
- Help interpret Habitat’s programming and expertise for strategically important audiences by preparing both the messaging and the messengers.
- Provide strategic counsel and training to internal stakeholders on communication best practices and brand guidelines ensuring cohesive and consistent messaging across all internal and external platforms.
- Lead communication efforts during rapid-onset and ongoing emergency/disaster responses, identifying impactful stories and content to support fundraising and visibility.
- Oversee Habitat India’s website strategy, content updates, user experience enhancements, and SEO optimization to drive traffic to the website.
- Support high-level engagements including board and advisory committee meetings by developing compelling organizational narratives and presentations.

## 2. Content Development and Storytelling (20%)

- Lead the creation and dissemination of high-impact content tailored for diverse audiences — ranging from donors and media to internal stakeholders — including blogs, reports, newsletters, impact publications, speeches and human-interest stories.
- Manage and maintain a dynamic content calendar through collaboration with cross-functional teams to ensure timely, relevant and engaging dissemination of information.
- Champion innovative storytelling formats, including video, photography, podcasts, webinars, and new-age multimedia assets.
- Supervise creative vendors for end-to-end production of communication materials, ensuring brand and messaging alignment.
- Oversee post-production, branding, distribution, and archiving of all multimedia content.
- Ensure all content adheres to Habitat's safeguarding and ethical storytelling standards; provide ongoing training and guidance to internal teams and external collaborators on responsible communications.

## 3. Media Relations and Public Affairs (20%)

- Lead the development and execution of media outreach strategies for key announcements, campaigns, and impact stories.
- Build and sustain strong relationships with media outlets, journalists, influencers, and other key external stakeholders.
- Oversee the creation of press releases, media kits, op-eds, talking points and thought leadership pieces.
- Monitor media coverage and trends to inform strategy and assess visibility.
- Develop and execute crisis communications protocols, ensuring timely and effective responses.
- Identify strategic forums, conferences, and speaking opportunities for organizational visibility and thought leadership.

## 4. Digital Strategy and Social Media Leadership (20%)

- Lead Habitat India's digital communications strategy across web, email, and social platforms to maximize reach, engagement, and donor conversion.
- Collaborate with internal teams and external agencies to plan and execute integrated digital marketing and donor acquisition campaigns.
- Monitor and analyze digital performance metrics to inform strategy and optimize results.
- Oversee content creation, curation, and engagement across social media platforms, ensuring alignment with key campaigns and organizational voice.
- Lead targeted email marketing campaigns and manage the donor communication database using segmentation, automation, and A/B testing.

## 5. Campaigns and Events (10%)

- Lead communications planning and execution for flagship campaigns, builds, programmes, strategic initiatives, donor activations, and high-visibility events.
- Conceptualize, plan, and execute communication strategies for fundraising campaigns, awareness drives, and events based on the annual plan.
- Coordinate with 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.

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

- 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.
- 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.
- Proficiency in using communication tools and technologies such as Adobe Creative Suite
- Demonstrated experience in managing budgets, resources, and external vendors.
- 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

#### **Work Setting**

- The position requires an ability and willingness to travel 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 For Humanity India’s Pune office
- Habitat India’s Chennai office

#### **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 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 “Senior Manger Communications\_Last Name, First Name”.

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