

Habitat For Humanity India Job Description: Senior Manager - Communications

Position Name	Senior Manager - Communications
Reports to	Director – Communications
Location	Bengaluru / Chennai

About Habitat for Humanity India:

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 tens of thousands of families in India build or improve a place they can call home. Through its housing, WASH (Water, Sanitation, and Hygiene) and housing disaster resilience and response programmes, Habitat for Humanity India has positively impacted the lives of over 7.9 million people across the country. 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 Summary:

Habitat for Humanity India seeks an experienced communications professional to lead the planning, development and execution of strategic communications initiatives that strengthen the organisation's brand, enhance stakeholder engagement and support programme visibility, fundraising, advocacy and leadership positioning.

Reporting to the Director – Communications, the Senior Manager – Communications will be responsible for driving content excellence, digital communications, marketing initiatives, stakeholder communications and team management. The role requires a highly skilled communicator with exceptional writing and copywriting abilities, strong digital and content marketing expertise, managerial experience and the ability to translate complex organisational priorities into compelling communication outputs.

The candidate will play a key role in strengthening Habitat India's visibility among donors, partners, media, volunteers, policymakers and communities.

Key Responsibilities

1. Strategic Communications and Brand Management

- Support the development and execution of Habitat India's communications strategy in alignment with organisational priorities.
- Strengthen brand visibility, positioning and stakeholder engagement across communication channels.
- Ensure consistent application of Habitat's brand guidelines and safeguarding framework.
- Provide communication support for organisational priorities, strategic initiatives, programmes, campaigns, donor engagement activities and leadership visibility efforts.
- Contribute to communication planning for disaster response situations as required.
- Support media outreach activities and contribute to the development of media materials, press releases, thought-leadership articles and visibility opportunities.

2. Content Development, Copywriting and Storytelling

- Lead the development of high-quality communication content across multiple formats and channels.
- Write, edit and proofread communication materials including impact stories, annual reports, newsletters, donor communication, speeches, presentations, website content and campaign materials.
- Ensure all communication outputs meet the highest standards of accuracy, clarity, tone and brand consistency.
- Develop compelling narratives that effectively communicate Habitat India's impact.
- Support the identification and development of stories from programmes across the country.
- Support the development of visual and multimedia content including photography, video, podcasts and other storytelling formats to enhance audience engagement.
- Develop, manage and coordinate with a pool of external creative agencies, photographers, videographers and content creators to ensure quality and brand alignment.

3. Digital Marketing, Email Marketing and Website Management

- Lead digital communication initiatives across website, email and social media platforms.
- Develop and execute email marketing campaigns to support stakeholder engagement and fundraising.
- Plan, manage and optimise paid digital campaigns across social media platforms and Google Ads to enhance brand visibility, reach, website traffic and support fundraising objectives.
- Monitor and analyse digital performance metrics and recommend improvements based on data and insights.
- Oversee website content management, updates, user experience improvements and search engine optimisation (SEO) initiatives.
- Coordinate with internal teams and external service providers for effective digital communication delivery.

4. Stakeholder Communication and Executive Support

- Develop presentations, briefing materials, speeches and communication assets for senior leadership.
- Prepare high-quality presentations and reports for the Board of Trustees, Advisory Committee, donors, corporate partners and other strategic stakeholders.
- Support organisational representation through the development of communication materials for external engagements, conferences and events.
- Translate technical and programme-related information into audience-friendly communication products.

5. Team Leadership and Project Management

- Supervise and mentor team members, providing guidance and performance feedback.
- Manage communication projects from planning through execution, ensuring quality, timeliness and alignment with organisational objectives.
- Coordinate with programme, fundraising, finance, HR and leadership teams to deliver integrated communication support.
- Manage relationships with external agencies, consultants, vendors and service providers as required.
- Ensure effective planning, prioritisation and resource allocation across communication activities.

6. Campaigns and Events

- Support the planning and execution of integrated communication campaigns, fundraising initiatives, donor engagement activities and organisational events.
- Develop communication plans and assets to support programme launches, handovers, campaigns, partnerships and strategic initiatives.
- Monitor campaign performance and contribute to reporting and evaluation efforts.
- Identify and leverage opportunities for earned media, thought leadership and external visibility in alignment with organisational priorities.

Educational Qualifications: Master's degree in mass communication, journalism, media studies, public relations, marketing communications, or a related discipline

Experience Requirements

Essential

- Over 8 years of relevant professional experience in communications, marketing, public relations, digital communications or related fields.
- Minimum 2 years of people management experience, including supervision of at least one direct report.

Demonstrated experience in:

- Copy writing and content development
- Content marketing
- Digital marketing
- Email marketing
- Website management
- Campaign planning and execution
- Developing narratives, reports, high-quality presentations for senior leadership and strategic stakeholders.
- Experience managing external vendors, agencies, or consultants.

Preferred

- Experience within the non-profit, development, social impact or CSR sector.

- Experience supporting fundraising and donor communication initiatives.
- Familiarity with visual storytelling, photography, video production or multimedia communication.
- Familiarity with key regulatory frameworks relevant to the non-profit and development sector in India, including FCRA, the Companies Act, and the DPDP Act.

Knowledge, Skills and Competencies

Communication Excellence

- Exceptional written and verbal communication skills in English.
- Outstanding copywriting, editing, proofreading and content development capabilities.
- Ability to adapt communication styles for different audiences and platforms.

Marketing and Digital Communications

- Strong understanding of content marketing principles.
- Working knowledge of digital marketing strategies and performance measurement.
- Experience with email marketing platforms and website content management systems.
- Familiarity with SEO principles and digital analytics.

Management

- Strong team management skills.
- Ability to manage multiple projects and competing priorities.
- Excellent stakeholder engagement and relationship management capabilities.
- Strong collaboration and cross-functional coordination skills.

Technical Proficiency

- Advanced proficiency in Microsoft Office applications, particularly PowerPoint, Word and Excel.
- Experience using communication and design tools such as Canva, Adobe Creative Suite or equivalent.
- Working knowledge of digital analytics, SEO and social media management tools such as SEMrush, Hootsuite, Google Analytics and equivalent platforms.
- Familiarity with AI tools is desirable.

Language Requirements

Essential: Excellent command of spoken and written English.

Preferred:

- Fluency in Tamil or Kannada (spoken and written).
- Knowledge of Hindi and/or other Indian languages will be an advantage.

Work Location and Setting

- Based in Bengaluru or Chennai.
- 100% office-based role.
- Willingness to travel up to 30% of the time, including visits to programme locations and disaster-affected areas as required.

Core Values and Safeguarding

Habitat for Humanity India requires all employees to actively support and demonstrate the organisation's core values:

- Humility
- Courage
- Accountability
- The candidate must also uphold Habitat for Humanity's safeguarding commitments and contribute to maintaining a safe, respectful and ethical environment for communities, partners, volunteers and colleagues.

Application Process

Interested candidates should submit their application to recruitment@habitatindia.org with the subject line: Senior Manager – Communications | Last Name, First Name.

--- --- ---