

Designation	Associate / Senior Associate - Communications & Marketing
Location	Mumbai
Reporting to	Associate Director – Strategy and Design
Direct Reportees	Executive – Communications & Marketing
Works With	Business Development, Program And other teams

Job Purpose

To design and implement the Marketing and Communications strategy for TNS India Foundation to advance the organization's goals.

Roles and Responsibilities

- Define the overall strategy for the organization for all its stakeholders and be responsible for its planning and execution.
- Effectively communicate the rationale for the organization and its various initiatives and programs using a variety of mediums including digital and physical modes
- Be Responsible for the organization's varied and integrated communication outputs including newsletters, annual report, program collateral material, website, social media, print media, mass media including interface with vendors for the same
- Work with a PR agency and conceptualize and execute communication products including write-ups, Op-eds, thought leadership pieces, buzz feed style videos, social and digital media products, press coverage, newsletters, case stories etc.
- Manage the website and all digital properties ensuring timely updating, security checks and data backups, by hiring and managing an external vendor. Be responsible and the point person for all matters pertaining to the website of TNS India Foundation. Pitch the organization's work and credentials for awards and recognition, by identifying suitable awards and proactively applying for the same.
- Have the ability to understand policy and changes in external environment and relate them to program communication
- Build capacity among the program team and documentation personnel by conducting workshops on photography, newsletter design, graphic design, blogs and social media management.
- Supporting the fundraising team by creating communications collaterals such as presentations, write-ups and briefs.
- Support program and domain teams in disseminations, consultations and other events by liaising with the media and taking ownership of all communications collateral for the same.
- Manage media relations for coverage across media channels as well as responding to and managing inbound media queries. Preparing fact-sheets, press releases for events, seminars.
- Assist the Program teams / Fundraising teams in inputs, at times preparation of proposals (to donors) as needed.
- Any other work as assigned based on role requirements from time to time

Management Responsibility

- Achieving communication deliverables of the organization
- Increasing TNS India's visibility and influence over its stakeholders through accurate communication of its work
- Demonstrating leadership, culture, and values of the organization
- Ensuring consistency and continuity, representing TNS India as a whole, taking initiative and responsibility of being well informed about the organization, the development sector and the area of work in which TNS operates.

Qualification & Experience

- Bachelor's degree in Communications, Media, journalism or related field. Master's Degree is preferred
- Experience of 2 to 6 years

Personal Attributes

- Achievement mind set and an eagerness to take initiative.
- Enjoys communication in all forms – written, oral and online.
- Constantly learning and innovating.
- Sound values and work ethics.

Desirable Skills for This Role

- Background or interest in Development sector
- Good writing skills with the ability to be the voice of our organization across social media channels and other communication collaterals.
- A working knowledge of mail chimp, WordPress, MS Office, social media management tools, Canva, any other designing tools as needed etc.
- Ability to strategize, generate sound ideas and execute well.
- Exceptional fluency in Hindi and English.
- Extensive successful writing experience with a variety of print and online media communication.
- Proven ability to manage collaborations / partnerships with vendors, agencies, freelancers, designers.

Applications can be shared on bpathare@tnsif.org with subject line Associate / Senior Associate - Communications & Marketing.