



JOB DESCRIPTION

JOB TITLE: Communications and Documentation Officer

FUNCTIONS: Communications

LOCATION: Mumbai

REPORTS TO: Co-Directors

REPORTEES:

Purpose of the Role: The incumbent is accountable for ensuring timely, accurate information to relevant stakeholders and contribute to raising the profile of Akshara among all relevant stakeholders and organizations.

ROLE ACCOUNTABILITIES

1. Internal Communications with Akshara Teams

- 1.1 Understand the architecture of each program, identify internal stakeholders and the respective internal communications – online and offline - needs.
- 1.2 1.2 Work with program teams to develop communication channels and workflow for all the program stakeholders.
- 1.3 1.3 Support program teams in report writing and data analysis
- 1.4 1.4 Support program team in implementing public campaigns and dissemination of materials

2. External Communication

- 2.1 Evaluate all the stakeholders of Akshara
- 2.2 Identify and define Akshara's communications needs for each stakeholder
- 2.3 Identify appropriate channel for each stakeholder and formulate a dissemination plan with methods and timeline
- 2.4 Create avenues for spokesperson(s) i.e. leadership and program managers to deliver the organization's story and key messages. Write elevator pitches for all programs.
- 2.5 Look for opportunities to design public campaigns
- 2.6 Maintain media relations with print, social and electronic media
- 2.7 Build Akshara as a sought-after opinion leader in gender and youth development space for State and national level media
- 2.8 Use FB and Instagram and Mass Emails for propoganda and outreach of Akshara's work

3. Organisation Development

- 3.1 Develop communications guidelines for Akshara and educate the internal team about it.
- 3.2 Assist the leadership in developing and executing the Communications strategy and manage Akshara's image and positioning to strengthen relationship with all key stakeholders
- 3.3 Streamline all the communications assets of Akshara (various websites, social handles, subscriptions, etc.), see that they are renewed etc and align them to the communications strate
- 3.4 Ensure consistency in all communications and develop and strengthen the organizations image across all channels
- 3.5 Build media relationships and ensure media coverage for all Akshara initiatives, establish partnerships with new stakeholders.
- 3.6 Review the communication campaigns and donor relations
- 3.7 Assist in conducting a positioning exercise / perception study aimed at stakeholders from time to time

4. Communications administration

- 4.1 Oversee the prioritization and delivery of all of organization's communications including books/manual sales, Press and PR activity, all print productions, digital communications and activities relating to stakeholder relationship management.
- 4.2 Provide inputs to develop the communications budget and keep a track of it.
- 4.3 Take charge of printing and translations of material in local languages, as needed.
- 4.4 Keep an organised inventory list of all the communications collaterals and channels.

- 4.5 Identify vendors who can give us competitive rates for quality products and printing
- 4.6 Support program teams in maintaining cyber security and backing up data

MINIMUM QUALIFICATIONS, SKILLS AND COMPETENCIES

Education:

- Post graduate

Work Experience:

- with 2-3 years experience in Communications function especially in non profits

Knowledge, Skills and Abilities:

- SEO and SEM [if possible]
- Eye for details
- Meticulousness in checking
- Ability to connect with agency and maintenance staff

Personal Traits:

- Honest
- Enthusiastic
- Ability to work with people
- Commitment to organisation's values

Days, Hours & Shifts:

- 8 Hours -5 days a week + alternate Saturdays
- Day shifts with emphasis on Field work
- Occasional meetings / engagements in the evening/on holidays.

Compensation & Benefits:

- Salary
- Travel and phone compensation
- 30 days a year of leaves and holidays after confirmation
- Ex -gratia benefit
- Accident and Medical Insurance

To apply: Interested women candidates should send an up-to-date CV with a covering letter stating why you want to work with Akshara Centre and mail them to nanditag@aksharacentre.org. In subject line, write Application for Senior Programme Officer. Include samples of work if possible.

ONLY SHORT-LISTED CANDIDATES WILL BE CONTACTED

About Akshara:

Akshara is a women's organisation which for the past 25 years has focused on – women's empowerment and prevention of violence against women.

- We empower young under-privileged women with financial support, gender trainings and social actions;
- We transform young men and women to become Gender Advocates and
- Lobby for a Safe City by collaborating with the police, BMC and transport authorities.

Check out our website www.aksharacentre.org

FB: www.facebook.com/Akshara-Centre

Instagram: www.instagram.com/aksharacentreindia/

Resource website: www.standupagainstviolence.org