

JOB SPECIFICATION: Director/ Associate Director**Communications****Department: Communications****Proposed Immediate Superior: Founder & Chief Executive**

1. Context	Leading and Managing Communications at organization
2. Organogram	<div>CEO</div> <div> </div> <div>Director/ Associate Director Communications</div>
3. Key Objectives of the Job	Develop and lead the Communications team to spread the work of organization and build organization's digital and physical brand
4. Major Deliverables	<p>What we expect of you:</p> <ol style="list-style-type: none">1. Creating and owning organization's entire communication and PR plan across multiple platforms2. Creating organization's digital brand, and ensuring organization's relevance in the digital age, in line with best-in-class digital NGOs3. Clearly providing a roadmap to what success looks like, and what the expected outreach from marketing would be.4. Working closely with existing teams to leverage organization's work on the ground5. Helping organization achieve significant visibility via digital ecosystem partnerships and enhancing the online credibility of brand organization and association with CSA6. Provide leadership and build the Marketing and Communications Team as organization goes digital
5. Job Challenge	Taking organization into the digital age
6. Specialized job competencies	<p>Able to build and run teams autonomously</p> <ol style="list-style-type: none">1. Deep understanding of what it takes to build a brand in today's time through social media2. Energized by high end execution, with an understanding of how to track the pulse of online social media platforms3. Executing high class campaigns, with small agile teams and working closely with external agencies4. Strategic thinker, who understands how to build a sustainable presence for organization.

7. Educational Qualification	Master's degree preferred
8. Desired Experience	<p>10 years of experience in Communications and Digital Marketing</p> <ol style="list-style-type: none"> 1. Digital Marketing- experience of social media, Google AdWords, Campaign Management- Paid & Organic i.e., Performance Marketing & Brand Marketing campaigns 2. Brand Strategy- understanding of Brand Equity, TG, Key Communication Objectives and 3. Content Strategy- an experience of managing 360degree campaigns and content customized by different media; Creative Briefs to agencies/ internal team and examples of campaigns with Reach, Awareness, Engagement and Business KPI delivery 4. PR- experience of running PR with multiple stakeholders and amplification across channels 5. Overall- agency management, budget & ROI, Analytics to read digital dashboards, Brand Track Audits, team management of internal & external stakeholders.
9. Other desired attributes	Ability to work in a small team; interested in setting up and building organizations for the long term; good inter-personal skills; ability to handle high pressure situations
10. Location	Mumbai
11. Salary range	20 lakhs plus depending on qualification and years of experience

How to apply

Interested candidates can mail their detailed resume at **contact@peopable.co.in** (Please mention the position name in Subject)

