



Position: **Manager development communications**

Department: **Marketing And Development Communications (MADCom)**

Position Based at: **Bangalore (Karnataka)**

Working hours: **9:30AM-5:30 PM (with 45 minutes lunch break) 5 days in week**

Leaves: **24 days (Pro rata basis) +15 festival holidays**

Travel requirement: **National (4-5 days in a quarter)**

**PRIMARY RESPONSIBILITIES:**

- **Communications Strategy Development.** Lead the continued development and inclusive implementation of a comprehensive, companywide corporate communications strategy. The strategy should include re-branding and re-positioning; internal messaging and employee engagement; strategic online engagement such as the corporate website, social media, and employee intranet portals; client and partner advocacy; multimedia development and graphic design; and participation in industry events.
- **Internal Communication.** Lead new internal communications and employee engagement plan, which includes development of employee intranet portal, internal newsletters and e-blasts, creation of internal videos, lunch and learns, and contribution to internal training programs. Maintain integrity of newly established corporate values, mission and vision statements.
- **Branding.** Maintain integrity of corporate VAANI brand, including consistency of brand elements (logo + graphic identity, tagline, branding guidebook, corporate boilerplate text, corporate graphics, etc.), branded templates (PowerPoint, letterhead, proposal covers, documents, business cards), and training of use of these tools. Work with senior leadership on re-branding and/or re-positioning as necessary, particularly regarding service and client diversification initiatives.
- **Multimedia Outreach.** Liaise with various departments to develop brochures, visuals, infographics, videos, and other multimedia products for both external and internal messaging. Implement new digital outreach items such as blogs, external newsletters, or other online products. Effectively collaborate and coordinate with the technical Practice Directors to plan and develop engaging communications products and new practice/project content.
- **Corporate Website.** Oversee, manage, and continually enhance the VAANI corporate website. Regularly update, produce, and post new content to the website. Ensure that the website is reaching our intended audiences and conveying the appropriate communications message as outlined in the communications strategy.

- Social Media. Devise and monitor social media strategies (Facebook, Twitter, LinkedIn, etc.) to enhance VAANI's social media presence and industry engagement. Research and coordinate with business development to promote bid-related work. Coordinate with recruiting to support talent acquisition through social media. Train staff on the effective use of social media and encourage increased social media use to enhance corporate reach.
- Business Development. Effectively collaborate and coordinate with the Business Development team to engage with current and new clients and partners and to proactively position VAANI for new business in targeted countries and technical areas. Edit proposals and design graphics for proposals intermittently.
- Evaluation. Monitor website and social media metrics to inform management on effectiveness of the communications strategy and its implementation. Establish continuous two-way communications channels and/or feedback mechanisms to obtain input from external and internal stakeholders to evaluate success of various communications initiatives.
- Team Management. Manage a small team of communicators: graphic designer, programme officers

#### **REQUIRED SKILLS & QUALIFICATIONS:**

- Bachelor's degree (B.A.) in Communications/Journalism/Computer Application/Engineering , Public Relations, Marketing, International Development, or a related field. Advanced degree preferred.
- 3-5 years of experience in public relations and corporate communications, demonstrating increasing responsibilities and knowledge necessary.
- Experience having direct reports (at least 5-7 people) and guiding a small team and managing assignments.
- Experience with US Government agencies or other international donors including a strong knowledge of communications and social media strategies for USAID-funded projects.
- An interest in international development and a demonstrated knowledge of the industry.
- Knowledge of MS Office, good practice principles in web design, and other graphic and communications software packages (i.e. Photoshop, WordPress, InDesign, etc.)
- Must be capable of crafting informative messages tailored accordingly to a variety of media (press releases, websites, video, social media, etc), targeting diverse audiences. A working knowledge of media relations, publishing, and event planning fields.
- A history of communicating effectively in written and verbal formats to audiences in a professional business environment.
- Comfort with web-based content management systems and blogging tools.

Salary: 25-35K per month (based on experience and salary history)

Email CV at [vaani@vaani.in](mailto:vaani@vaani.in) by 25<sup>th</sup> Aug 2017 with subject line: CS: Vaani