

## **American India Foundation (AIF) Director- Communications**

**Position** – Director - Communications

**Reporting** – Country Director

**Location** - Gurugram

### **Background:**

The American India Foundation is committed to improving the lives of India's underprivileged, with a special focus on women, children, and youth. AIF does this through high impact interventions in education, health, and livelihoods, because poverty is multidimensional. AIF's unique value proposition is its broad engagement between communities, civil society, and expertise, thereby building a lasting bridge between the United States and India. With offices in New York and California, twelve chapters across the U.S., and India operations headquartered in Delhi NCR, AIF has impacted 6.7 million lives across 26 states of India. Learn more at [www.AIF.org](http://www.AIF.org)

### **Job Summary:**

The position is a critical role, especially created keeping in mind the high impact objectives of the American India Foundation (AIF) as it enters its 20<sup>th</sup> Year, which also marks a new and exciting phase of the organization's growth trajectory. It will be responsible for providing strategic leadership for conceptualizing, managing and consistently delivering high quality branding and communication strategies and its seamless execution. The selected candidate will work closely with the India Country Director to ensure smooth and timely communications to government, partners, supporters and wider public, driving awareness and understanding of the importance and impact of AIF's activities and interventions.

### **Responsibilities:**

This incumbent will be responsible to lead AIF's communications function and work directly with the Country Director (CD) to ensure information is disseminated in the most accurate and effective manner to internal/external stakeholders. The candidate will lead AIF's communications strategy and manage communication outreach to ensure that the reach and impact of AIF's programs are visible across several digital and print platforms. S/he will plan, budget and deploy the most effective strategies for driving communication goals outside of the organization, including managing traditional and social media, PR, events, change and stakeholder communications. The responsibilities include, but are not limited to:

- Provide strategic oversight to the CD and build an organization-wide internal and external communication strategy, covering processes and brand guidelines.

- Manage the development and delivery of external communication campaigns both internally and via external agencies to ensure that messages are consistent, compliant and support the agreed communication goals.
- Research, write and proofread a broad range of written materials including blog articles, speeches, presentations, factsheets, scripts, etc., ensuring they are customized to different audiences and aligned to strategic priorities.
- Build and leverage appropriate networks to manage press events, create message content, manage press releases and Q&A. Will respond to enquiries from the media, arrange interviews, get Op-Eds out, prepare and distribute news releases and take on any other activity requiring proficiency in this area.
- Oversee and manage the budget of the communications function. Prioritize the most important audience, decide what to communicate and use the best medium to deliver campaigns in the most efficient manner.
- Support the development of the AIF website, assume the responsibility for updating, managing and maintaining it. Create an efficient and visible media presence on online platforms and social media channels, update the same and continuously monitor the metrics.
- Liaise with program staff to collect stories from the field and update the website systematically with these stories.
- Capture and present AIF's case studies in written, photo, and video formats.

*Communication and Stakeholder Management:*

- Proactively build and maintain excellent relationships with governments both at the national and regional level, external stakeholders, key industry players across print, digital and electronic media.
- Network and build relationships with fellow senior managers, program directors, as well as professionals across the sector.
- Oversee and coordinate delivery of material through external agencies as appropriate. Work in collaboration with the CD to co-create and execute coordinated communication strategies.
- Ensure that media and stakeholder communication risks and issues are effectively managed and mitigated.

*Teamwork & People Management:*

- Manage the team and motivate them to deliver at the highest performance levels
- Promote AIF's culture of innovation, involvement, teamwork and performance.
- Maintain the highest standards of personal and professional integrity

*Planning and Organizing:*

- Lead, plan and manage various work streams and keep track of milestones and timelines to ensure timely and on budget delivery of campaigns.
- Review the effectiveness of communications projects and initiatives, and identify opportunities for improvement.

*Miscellaneous:*

- Be familiar with, and act at all times, in accordance with AIF's values, policies, procedures, and financial regulations ensuring that team members are also aware of their obligations to follow them.
- Carry out other duties within the scope and spirit of the job, and in accordance with the level of the post, as required.

**Desired Education/Qualifications:**

- Master of Business Administration, Master of Mass Communication, English, Journalism or a similar degree.
- Knowledge of trends in communications, PR and media.
- Substantial practical experience of using social media to extend reach of the organization through campaigns.
- Ideally familiar with the landscape of the social sector in the space of education, health and livelihoods.

**Experience:**

- Min 15 years of experience in communications field, of which the last 3 years should be in a leadership position in the social sector.
- Proven leadership experience demonstrating successful management of multi-faceted portfolios across the physical and digital spectrum of communications, PR, branding and media in organizations where high impact is created through effective outreach and presence.
- Demonstrable experience in providing expert advice and guidance on external communications.
- Demonstrable experience in managing and mitigating external communication risks and issues.

**Skills & Competencies:**

*Communication:*

- Able to write in impeccable American English
- Editorial experience, i.e., writing, proofreading, translating knowledge of different content types, etc.
- Able to simplify the complex, and present information clearly for differing audiences
- Able to use creativity to generate exciting and engaging content

*Project management:*

- 'Agile' project manager

- Able to successfully manage different work streams with different delivery dates and stakeholders.

*People skills:*

- High social intelligence: able to engage and lead teams and persuade people, able to create relationships of trust with stakeholders; generates positivity; natural team player
- Adept at co-creation: naturally collaborative and solutions focused

*Change Management:*

- Resilient: able to deal well with ambiguity, uncertainty and change
- Flexible: able to adapt well to shifting priorities
- Versatile: able to juggle different and conflicting priorities within a short period of time

*Emotional Intelligence skills:*

- Ability to reflect, self-aware, able to regulate, empathetic, and capable of deep listening

**Position Availability:** Immediate

Salary will be commensurate with experience and will match the best in industry.

**Application process:**

To apply for this position, please email your CV, writing samples, and a covering letter describing how you meet the specifications for this role and what you bring to it to [comms.director@aif.org](mailto:comms.director@aif.org) with the subject line “**Director- Communications**”

**Deadline for applications: 28 February 2021**

Only shortlisted candidates will be acknowledged.