

## **American India Foundations (AIF) - Communications Manager**

**Position:** Manager, Communications

**Reporting:** Director- Communications & Advocacy

**Location:** Gurgaon

### **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 9.2 million lives across 29 states of India. Visit [www.AIF.org](http://www.AIF.org) to learn more about AIF's work.

### **Key Roles and Responsibilities:**

#### **1. Communications**

- Work with the Communications Director and other members of the team to implement the communication strategy across AIF's programs to include both internal and external communications
- Support the Communications Director in developing a narrative and messages that reflect the core aims of AIF's programs
- Plan and coordinate an editorial calendar including collaterals, reports, articles, op-eds, press releases and blogs. Draft, edit, proof-read and commission materials as appropriate.
- Maintain communications with key stakeholders through regular mailings and newsletters
- Work with program teams to ensure messages are consistent, disseminated effectively and in line with AIF branding
- Maintain a detailed understanding of the programs, identifying stories and key developments including program data for dissemination
- Work with Communications Director to oversee the growth and development of assets, including a photo, story, and video bank for use in program resources and communications

#### **2. Website and social media**

- Manage the web site, webpages and blog pages for AIF ensuring content is accurate, up to date and engaging
- Build, manage and evaluate a social media presence
- Produce and commission content across various media platforms
- Conduct regular analysis of website agencies quarterly and annual outcomes for internal and external communications.

### 3. Event management

- Be responsible for planning and coordinating event logistics
- Manage event schedule
- Produce resources & collaterals to support events
- Secure and manage speaking opportunities for Country Director and Program Directors at external events

### 4. Knowledge Management

- Develop and oversee the implementation of an annual communications and knowledge management strategy.
- Conduct regular evaluations of communications and knowledge management outcomes, and adjust the strategy as needed.

#### Key skills and competencies:

- Bachelor's Degree in development, communications, journalism, English, management or related fields. Masters is a plus.
- Minimum 5-7 years experience in communications, preferably developing high quality resources and publications, video and audio resources, writing for a range of publications, handling the media, and brand messaging through social media.
- **Communication:** Translates complex ideas into clear, impactful messages for a range of audiences, using a variety of methods and media to engage and win understanding. Extracts and constructs powerful and engaging stories from program activities. Demonstrates excellent command over English and Hindi.
- **Creating and Innovating:** Contributes new, interesting and effective ways of getting messages about AIF's programs to the people who need to hear them. Confidently contributes well thought through ideas, and see them through to implementation. Continually scans the external environment for trends, insights, ideas and good practice to share with team.
- **Digital First:** Use digital technology, social media and tools to achieve AIF's goals and program objectives
- **Collaboration:** Works collaboratively within the team, sharing expertise, know-how and ideas. Works collaboratively with a range of external stakeholders, consultants and vendors.
- **Efficiency and Effectiveness:** Effectively manage conflicting priorities across programs and projects. Responds flexibly, adaptably and positively to unforeseen events and changing circumstances.
- **Specific Knowledge Desirable but not Essential:** Working familiarity with desktop publishing software such as InDesign or MS Publisher. General knowledge of key issues affecting marginalized people in India, in the field of education, public health and livelihoods.

**Reporting:** The position will directly report to Director- Communications & Advocacy

**Other:** Salary commensurate with experience.

**Position Availability:** Immediately

**Application Process:** To apply for this position, send your CV and covering letter describing how you meet the specifications for this role and what you bring to it along with your current and expected salary to [indiarecruitments@aif.org](mailto:indiarecruitments@aif.org) with subject line “**Manager, Communications**”

Deadline for applications: **Tuesday, 7<sup>th</sup> December, 2021.**

Only applications of shortlisted candidates will be acknowledged.