

## **Advertisement for Senior Manager – Communication and Advocacy**

Position: Senior Manager – Communication and Advocacy

Function: Communication and Advocacy

Location: Gurugram

Reporting: Director – Communication and Advocacy

### **Background:**

The American India Foundation is committed to catalyzing social and economic change in India, and building a lasting bridge between the United States and India through high-impact interventions in education, livelihoods, public health, and leadership development. Working closely with local communities, AIF partners with NGOs to develop and test innovative solutions and with governments to create and scale sustainable impact. AIF's programming seeks to achieve gender equity through developing inclusive models that focus on and empower girls and women. Founded in 2001 at the initiative of President Bill Clinton following a suggestion from Indian Prime Minister Vajpayee, AIF has impacted the lives of 8.4 million of India's poor. With offices in New York and California, twelve chapters across the U.S., and India operations headquartered in Delhi NCR, AIF is transforming lives across 26 states of India while addressing these issues on a regional, country, and international scale. Learn more at [www.AIF.org](http://www.AIF.org)

### **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
- Producing creative content in print and online to amplify key messages on thematic issues - creating and executing communication and advocacy campaigns at the national and global level
- Plan and coordinate an editorial/event calendar including collaterals, reports, articles, op-eds, press releases, and blogs. Draft, edit, proofread, and commission materials as appropriate.
- Maintain communications with key stakeholders through regular mailings and newsletters
- Produce high-quality, well-written, and visually appealing content to influence audiences: donors/partners and government agencies. Content may include blogs, articles, infographics, media articles, opinion editorials, policy briefs, videos, social media content, and interactive reports. Maintain a detailed understanding of the programs, identifying stories and key developments including program data for dissemination
- Work with Communications Director to continuously build communications assets, including a photo, story, and video bank for use in program resources and fundraising efforts

## 2. Event management

**We are looking for a skilled and creative Event manager, to oversee and organize events that will make an impact on the target audiences. You'll ensure events are successful and cost-effective, paying attention to budget and time constraints and the larger objective of the event**

- Identify and curate high-impact activities to raise the organization's visibility and influence through supporting conferences/events/roundtables as aligned with the organization's outreach strategy
- Be responsible for planning and coordinating event logistics
- Support in strengthening pre-and post-event communications and keep an open dialogue with stakeholders to keep them apprised of the organization's work
- Prepare budgets and ensure adherence
- Analyze the event's success and prepare reports
- Manage event schedule
- Produce resources& collaterals to support events and awards applications
- Secure and manage speaking opportunities for Country Director and Program Directors at external events

## 3. 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. A master's is a plus.
- Minimum 7-9 years' experience in event planning and PR, Knowledge of KPIs and marketing techniques for event management, 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
- **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. Demonstrates excellent command of 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 practices to share with the 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 Canva, 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 the Director of Communications and 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 to [indiarecruitments@aif.org](mailto:indiarecruitments@aif.org) with the subject line “**Senior Manager, Communications and Advocacy**”

Deadline for applications: **9<sup>th</sup> May 2022.**

Only applications of shortlisted candidates will be acknowledged.