

American India Foundation (AIF)

- **Position:** Manager- Communications
- **Location:** Gurugram, Haryana
- **Nature of Employment:** Open Ended
- **Reporting to:** Director- Communications
- **Position Availability:** Immediately

Organization's 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 12.9 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 35 States and Union territories of India while addressing these issues on a regional, country, and international scale. Learn more at www.AIF.org

Key Responsibilities:

a) Communications

1. 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
2. Support the Communications Director in developing a narrative and messages that reflect the core aims of AIF's programs especially Livelihoods
3. 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
4. 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.
5. Maintain communications with key stakeholders through regular mailings and newsletters
6. Produce high-quality, well-written, and visually appealing content to influence audiences: donors/partners and government agencies. Content may include blogs, 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
7. Work with Communications Director to continuously build communications assets, including a photo, story, and video bank for use in program resources and fundraising efforts

b) Website and social media

1. Manage the website, webpages, and blog pages for AIF ensuring content is accurate, up-to-date, and engaging
2. Build, manage, and evaluate a social media presence
3. Produce and commission content across various media platforms

4. Conduct regular analysis of website agencies' quarterly and annual outcomes for internal and external communications.

c) Event management

1. Support in strengthening pre-and post-event communications and keep an open dialogue with stakeholders to keep them apprised of the organization's work
2. Analyze the event's success and prepare reports
3. Manage event schedule
4. Produce resources& collaterals to support events and awards applications

Qualifications:

- Bachelor's Degree in development, communications, journalism, English, Management or related fields. A master's is a plus.
- Minimum 5 years' experience in event management, communications, developing high-quality resources and publications, video and audio resources, writing for a range of publications, handling the media, and brand messaging

Desired Competencies:

- **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 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 sees 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 MailChimp, Canva, InDesign, or MS Publisher. General knowledge of key issues affecting marginalized people in India, in the field of education, public health, and livelihoods.

Application Process: To apply for this position, Click [here](#)

Only applications of short-listed candidates will be acknowledged.