



### **Job Description**

**Position: Coordinator - Communication**

**Location: New Delhi**

**Reports To: Chief Operating Officer**

### **Section 1 | About Udayan Care**

Udayan Care, a Public Charitable Trust has been working for the quality care of disadvantaged children and women and youth for over 23 years, with the endeavor of providing sustainable rehabilitation. The mission of “A nurturing home for every orphaned child; an opportunity for higher education for every girl and for every adult; the dignity of self-reliance and the desire to give back to society.” is what drives its 100 employees and close to 800 volunteers to action.

Udayan Care provides homes to orphaned children while also giving girls financial and development support to continue higher education, and communities to train themselves in vocations, by engaging socially committed individuals, who provide a transformative, nurturing and mentoring environment, to help them realise their full potential.

Udayan Care has been accredited by Give India, Guidestar and Credibility Alliance, for its transparent and credible performance. In 2015, the Honourable President of India awarded Udayan Care the **National Award for Child Welfare 2014**—India’s highest commendation for a non-profit child welfare organisation constituted by the Government of India for its efforts to bring smile in the life of young children.

### **Section 2 | Purpose of the Role**

The role of Coordinator Communications is critical to the success of Udayan Care’s initiatives. This is an opportunity for a highly-motivated individual to play an important role in a reform Initiative with enormous potential impact. The coordinator will be a person of great caliber with the flexibility, tenacity and enthusiasm to develop internal and external communications of the organisation.

Reporting to the Manager - Communications, and working in close collaboration with the other departments and programme staff of Udayan Care s/he will be accountable for gathering all data, success stories, etc. for communication excellence and its detailed designing to strengthen resource generation initiatives and external communication as per brand guidelines.

The coordinator will be playing a key role in fulfilling communication strategies of the organization and building internal capability for the same at a national level.

## Section 3 | Key Responsibilities

### 1. Business/Strategic

- Work with the Management FR & Communications to design and define strategic direction for Communications for Udayan Care to ensure long term sustainability of the organization
- Participate in developing effective communication material for effective donor management by creating material for new donors, sustaining the current donors by timely effective reporting, and bringing back to the fold the lapsed donors by effective communications
- Participate in developing performance measures that support and evaluate the implementation of strategic plans.
- Participate in key decisions as a member of the executive team and maintain in-depth relations with all members of the management team.

### 2. Operations

- Drive implementation of communication plans on different platforms: both print and internet
- Drive implementation of Communications Plans across channels, like online and offline, internal and external, in keeping with the needs of the organisation to make the organization visible at the local, national and international levels.
  - a) Direct and supervise the design and production of specific publications for fund raising and resource mobilization campaigns.
  - b) Ensure that the Resource Mobilization activities are supported with specific communication items required for donor acquisition, retention and services.
  - c) Develop and implement media action plans to establish and maintain relationships with and promote publications about Udayan Care's work in mass media at national level.
  - d) Ensure that marketing and campaign messages and images are in line with the overall program strategies.
- Ensure seamless execution of and review of implementation of such plans
- Drive advocacy and build internal capability across these functions to enable organization growth
- Review and analyze return on investments of each communication material and campaigns and take corrective actions.
- Prepare monthly updates and reports for the governing board.



### **3. People**

- Develop and maintain strong relationships with all the different departments, programme staff, across Udayan care chapters to be able to gather right material in time and to support collaboration and cross-organizational working.

### **4. Process**

- Assist in creating effective work planning and management systems to ensure work remains on track and effectively prioritized, including regular strategic reviews of Comm Plans
- Assist in developing systems to ensure gathering of effective data across the functions, developing effective material from the same, whether for Enewsletters, website, on-line and off-line campaigns, etc.
- Assist in ensuring that all aspects of Udayan Care's functioning in terms of Comm fall within the legal framework of the law of the land in general, especially in terms of Child Protection Policy and Media Policy on children
- Ensure the communication function is contributing effectively at all times to the goals of the programs
- Assist in critical thinking and enable execution for relevant material for fund raising and awareness initiatives

## **Section 4 | Experience and Qualifications**

### **Experience**

- Around 2-3 years of work experience
- Prior experience in an NGO in Communications will be preferred
- Experience of communications functions with multi-functional teams in complex, fluid situations.
- Experience of influencing senior internal and external stakeholders, and communicating to a variety of audiences.

### **Educational Qualifications**

- Masters in Mass Communications/ Business Administration/ MA in English



### **Skills and Knowledge**

- Strong analytical skills and good judgment
- Strong communications skills, networking and relationship building skills to ensure a strong internal & external communications across all stakeholder groups and to build strong relationships with a wide range of individuals in public, private, corporate and non-profit sectors.
- The intellectual creativity and innovation to develop pragmatic solutions to address Communications challenges.
- Exceptional stakeholder management skills with the ability to Effective interpersonal skills to work with others
- An ability to work successfully under pressure with the capacity to manage competing priorities and deliver to deadlines.
- Ability to handle software designing tools such as Corel Draw, etc.

Strong personal and social values.

### **To apply**

**Please Download and fill the application form and send to [jobs@udayancare.org](mailto:jobs@udayancare.org) along with your updated c.v. Contact Person: Sarika (HR Officer)**

**Remuneration** as per industry standards