



## Manager Communications (Udayan Care)

**Location:** New Delhi  
**Reports to:** COO  
**Date:** December 2017

### 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 20 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 120 employees and close to 900 volunteers to action.

Udayan Care has been accredited by GiveIndia, Guide Star India and Credibility Alliance, for its transparent and credible performance. It has been a recipient of the prestigious **National Award for Child Welfare 2014**—India’s highest commendation for a non-profit child welfare organisation.

### Section 2 | Key Responsibilities

*The role reports into the COO and works in close collaboration with the Board of Trustees.*

#### 1. Business/Strategic

- Define relevant communications channels for Udayan Care, design and drive implementation for the annual communications plan and brand building initiatives, across Udayan Care chapters in India.
- Create momentum and awareness through appropriate communication vehicles, including social media, and measure their effectiveness make the organization visible at the local, national and international levels.

#### 2. Operations

- Drive implementation of communications strategies and oversee progress as per the plan.
- Manage newsletters, brochures, annual report, e-newsletters, website updation social media and website. Direct and supervise the design and production of specific publications for resource mobilization campaigns.

#### 3. People

- Set up KRAs for the team, manage communication agencies
- Put in place mechanisms to support collaboration and cross-functional working.

#### 4. Process

- Ensure archiving of all templates, materials, etc.
- Ensure that all aspects of Udayan Care’s functioning are within the legal framework of the law of the in terms of Child Protection Policy and Media Policy on children



### **Section 3 | Experience and Qualifications**

#### **Experience**

- Around 1 -5 years of relevant experience in communications.
- Sound understanding of digital social media.
- Would prefer experience of influencing senior internal and external stakeholders, and communicating to a variety of audiences.

#### **Educational Qualifications**

- Masters in Social Sciences/Mass Communications/ Business Administration.

#### **Skills and Knowledge**

- Excellent writing/editing and verbal communication skills
- Self-starter, energetic individual able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives. Ability to work under pressure
- Knowledge of related graphic design software and proficiency to guide the team