



Manager Communications (UdayanCare)

Location: New Delhi
Reports to: COO

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 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 GiveIndia and Credibility Alliance, for its transparent and credible performance. It has been a recipient of the prestigious India NGO Award 2011 (medium category), the Karamveer Puruskar and the PHD Chamber of Commerce Awards for Excellence in Service.

Section 2 | Purpose of the Role

The role of Manager Communications is critical to the success of Udayan Care’s initiatives.

The role holder is responsible for:

- *Designing and implementing a communications strategy*
- *Driving brand building efforts for Udayan Care’s mission and help build reputation in conventional channels and new media*
- *Being the primary source, disseminator and conduit of information internally and externally*
- *Driving visibility for Udayan Care’s mission and help build reputation in conventional channels and new media*
- *Driving knowledge management and testing the effectiveness of the communications activities*

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



Section 3 | Key Responsibilities

1. Business/Strategic

- Define communications channels / plan for Udayan Care, the tracking mechanism and reporting of the same.
- Design and drive implementation for the annual communications plan and brand building initiatives through PR, across Udayan Care chapters across India.
- Create momentum and awareness through appropriate communication vehicles and measure their effectiveness make the organization visible at the local, national and international levels.
- Design and ensure that social media messages are in line with the overall program strategies.

2. Operations

- Drive implementation of communications strategies and oversee progress as per the plan.
- Manage newsletters, brochures, annual report, e-newsletters, social media and website
- Direct and supervise the design and production of specific publications for resource mobilization campaigns.
- Supervise webpage updation—ensure that new and consistent information (article links, stories, and events) are posted regularly

3. People

- Set up KRAs manage agencies
- Mentor and lead communications team or agencies
- Put in place mechanisms to support collaboration and cross-functional working.
- Manage Database for different segments of audience and leads to measurable action. Decide who, where, and when to disseminate
- Engage with external agencies / media contacts.

4. Process

- Ensure archiving of all templates, materials, etc.
- Track and measure the level of engagement of communication channels on a periodic basis.
- Ensure that all aspects of Udayan Care's functioning are within the legal framework of the law of the land in general, especially in terms of Child Protection Policy and Media Policy on children.



Section 4 | Experience and Qualifications

Experience

- Around 5-10 years of relevant experience in communications
- Prior experience in leading national/multi-state level NGO in a communications/ brand building role will be preferred.
- A track record of providing strong strategic and operational leadership in Communications space.
- Strong track record of success in leading and managing Comms function with multi-functional teams in complex, fluid situations.
- Extensive 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

- High energy, maturity and the ability to serve as a unifying force and to position communications discussions and Fundraising techniques at both strategic and tactical levels.
- Excellent writing/editing and verbal communication skills
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Knowledge of related software and proficiency to guide the team
- Exceptional stakeholder management skills with effective leadership skills to develop a strong team.
- An ability to work successfully under pressure with the capacity to manage competing priorities and deliver to deadlines.

How to Apply: Please download and fill the Application form and send to jobs@udayancare.org along with your updated c.v. Contact Person: Sarika (HR Officer)