



Job Profile: Asstt. Manager/ Manager - Communication
Location: New Delhi
Reports to: Executive Director

Date: May 2019

Section 1 | About Udayan Care

Udayan Care, an ISO 9000 certified organisation, has been working for the quality care of disadvantaged children and women and youth for over 25 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 140 employees and close to 800 volunteers to action.

Based on the belief that a loving home and family is the right of every child, Udayan Ghars are long term residential homes that nurture children who are orphaned or abandoned in a family environment. Beyond 18, they get aftercare support and are educated and trained further, till job ready and independent.

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.

Please visit: www.udayancare.org

Section 2 | Purpose of the Role

The role of Manager-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 creating the brand image and voice for Udayan Care. The manager will be a person of great caliber with the flexibility, tenacity and enthusiasm to develop internal and external communications of the organisation.

Working in close collaboration with the other departments and programme staff of Udayan Care. s/he will be accountable for gathering all information, success stories, etc.; overseeing all internal and external communications of Udayan Care, ensuring its message is consistent and engaging; preparing social media posts and other communication designs and content and measure communication impact.

The manager will be playing a key role in fulfilling communication strategies of the organization, as per brand guidelines and building internal capability for the same at organizational level.

Section 3 | Key Responsibilities

Section 3 | Key Responsibilities

Business/Strategic

- Work with the Management, to design and define strategic direction for Communications for Udayan Care
- To produce high-quality content that engages stakeholders and builds brand recognition.
- Participate in key decisions as a member of the management team and maintain professional relations with all members of the management team.
- Develop and implement effective communication strategies that build program image positively, brand awareness, and donor and public satisfaction.

Operations

- a) Drive implementation of communication plans on different platforms: both print and online, internal and external, in keeping with the needs of the organization to make the organization visible at the local, national and international levels.
- b) Ideation and supervise the design and production of specific publications for fund raising campaigns, and 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) Making organizational level presentations, blogs, facebook and other social media posts
- e) Plan and manage the design, content, and production of materials for advocacy.
- f) Review and analyze return on investments of each communication material and campaigns and take corrective actions.
- g) Prepare monthly updates and reports, bi-monthly newsletter, annual report

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-

Section 3 | Key Responsibilities

organizational working.

- Periodically orient staff on brand guidelines and brand voice.

Process

- Create effective work planning for communication department 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
- Working within existing structures and defined key functional areas

Section 4 | Experience and Qualifications

Experience

- Around 5-10 years of work experience
- Prior experience in an NGO in Communications and Design 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/ English and design sense

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.



Section 3 | Key Responsibilities

- 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, photoshop etc.

How to Apply: Please send your detailed CV to hrd@udayancare.org
Contact Person: **Divyansha(HR Coordinator)**