

Job Description

Job Title	Assistant Manager - Communications Vertical
Job Type	Full - Time
Organization	Salaam Bombay Foundation
Scope of Work	To contribute to support the delivery of targeted program objectives of the Communications Vertical, working diligently with the Communications Team to ensure impactful achievement of the specified objectives
Job Responsibilities:	<p>Social Media Planning & Implementation:</p> <ul style="list-style-type: none"> • Develop the Social Media Content Calendar to meet SBF's ongoing Social Media requirements • Conceptualize and create the Content for SBF's Social Media pages • Coordinate with Teams for Content and images / videos to be posted in Social Media • Work with the Social Media Agency (PlaneCrazy) on a daily basis for ideas / posts / emailers etc <p>Account Servicing & Management for Arts, Media and Rural verticals:</p> <ul style="list-style-type: none"> • Conceptualize innovative strategies to develop the Communication deliverables & suggest recommendations to improvise & enhance Communications initiatives for the Arts, Media & Rural Verticals taking the Communications deliverables for these verticals to the next level • Service & coordinate with Internal & External stakeholders including Donors to develop implementable strategies, accelerating the Communications efforts for the Arts, Media and Rural Verticals to the next level • Collaborate with internal teams to give effective visibility for events, initiatives and messaging • Provide creative inputs to verticals to enhance their impact and positioning • Source content and plan effective Internal & External communications (press releases, monthly newsletters, customer/partners communication, product launch updates, etc.) • Manage & share 'Mail Chimp' Emailing updates at regular intervals to Investors / Donors / Stakeholders' database • Co-ordinate with Vendors when required (Prime Printers, Well Done etc.), Freelancers, Creative Advisor (ANC), PR agency (Carmine), Website Maintenance Agency (Nomsans), Content Developer during special projects/events • Supervise & assist the overall Photography & Videography work during events / shoots • Work closely with the functional supervisor and other team members in developing communication materials such as presentation materials, reports, proposals etc. • Ensure the production of the e-newsletter in a timely manner & distribution of the same via 'Mail Chimp' • Collate & manage the YouTube Content from a Social Media Digital perspective to ensure a good brand visibility for SBF • Supervise One Drive, Artwork Drive, Repository and other documentation <p>Development of Collaterals & Creative Renditions:</p> <ul style="list-style-type: none"> • Work with the Team on the development of Creative renditions, Audio-Visual content / 2D Creatives / copy, with a good working knowledge on Creative Software (Canva / Photo pea) • Write excellent English written & verbal communication skills to develop 2D Creative copy / Ad Copy / Social Media

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	<p>Team Management:</p> <ul style="list-style-type: none"> • Conduct Annual Team Orientation sessions (explaining the Communications Executives their Job profiles in detail), activities, surveys • Manage & Review the Team members' attendance, plan & review shoot visits accordingly • Monitor the performance of Communication Executives - in terms of how they motivate beneficiaries & facilitate their Performance Management sessions • Enhance Team members' knowledge quotient to help them improve their performance, guide them to multi-task & handle difficult situations and conduct Capacity Development sessions for the Team • Coordinate with Team internally and manage the leaves of Team members • Review the Travel reimbursement bills for shoot visits of the Team members and submit the same to the Vertical Head- Communications for approval • Facilitate in interviewing new replacements for exit Team member cases, for the Communications Vertical in alignment with the HR Team • Support Team during and at various Events / Shoots functionally & technically
<p>Qualification and Experience</p>	<p>Post Graduate (Masters in Media / Public Relations / Communications Management) from a reputed institute with Program / Communications Project Management skills, good team management abilities, Outstanding verbal & written English Communications skills, ability to handle pressure and meet deadlines with 8-10 years of relevant work experience, having technical work experience & exposure to working on the development of Creative renditions, Audio-Visual content / 2D Creatives / copy, with a good working knowledge on Creative Software (Canva / Photo pea)</p>
<p>Competencies</p>	<ul style="list-style-type: none"> • Outstanding verbal & written English Communication skills • Communications Project Management skills • Team Management skills • Analytical Thinking, Problem Solving ability • Innovativeness • Strategic thinking skills • Soft skills & Interpersonal skills to interact, develop & maintain excellent rapport with Internal & External Stakeholders • Patience, Perseverance & Determination as behavioral competencies to get work done
<p>Skills and Knowledge</p>	<ul style="list-style-type: none"> • Outstanding English Communications skills & ability to interact with Internal & External stakeholders • Previous relevant work experience working in the Media / Public Relations Industry is mandatory
<p>Reports to</p>	<p>General Manager - Communications</p>
<p>Compensation</p>	<p>As per Industry Standards</p>