

COMMUNICATION MANAGER

Key responsibility areas:

1. Work closely with Communication Head and other team members in developing communications materials such as **brochures and other such presentation materials including ppts**
2. Write and edit documents including **fundraising proposals** to individuals, foundations and corporations
3. Formulate **press releases, donor engagement communication, solicitation and acknowledgment letters**
4. **Responsible for PR**
 - Identify PR opportunities – special days relevant to SBF (World Cancer Day), trending news (IPL, Hockey League Matches)
 - Conceive PR strategy and accordingly frame PR note
 - Co-ordinate between SBF personnel and PR team whenever necessary
 - Keep on top of PR agency to ensure deliverables as per MOU
 - Build independent relationships with relevant media persons
5. Work with Communication Head to create a **social media strategy** that collaborates with marketing, PR and advertising campaigns
 - Create timely and engaging content optimised for platform used and intended audience
 - Analyse and report social media actions on a weekly / monthly basis for successes, new opportunities and learnings
 - Customise social media pages (ex. Facebook, Twitter, Google+, YouTube)
 - Stay current with social media trends and tools – includes attending networking and educational events, reading blogs, and listening to podcasts
 - Working knowledge of social media free /paid advertising campaigns including Facebook, LinkedIn and Twitter, Google ads
 - Working closely with external vendor if any
 - Live updates on social media during events
 - Continue to refine and define our social marketing process
6. Co-ordinate and direct volunteer activity in general, with direct responsibility for **Communications volunteers**
7. Event management specific to **WE** including documentation

Functional Competencies:

1. Ability to work independently and in a team environment
2. Excellent time management skills including the ability to handle multiple tasks with changing priorities
3. Interpersonal skills to facilitate work with a wide range of individuals and groups from socially diverse sections

4. Ability to use a variety of personal computer software application
5. Written & Verbal Communication
6. Proactive Thinking
7. Adaptability
8. Creativity & Aesthetics
9. Planning & Prioritisation
10. Respectful of organisation policies