About SEEDS
SEEDS is a not-for-profit organization that helps make communities resilient through comprehensive interventions in the areas of disaster readiness, response, and rehabilitation. Since 1994, the organization has worked extensively on every major disaster in the Indian subcontinent, integrating locally-based approaches to build the long-term resilience of the communities it serves. As SEEDS looks at completing 26 years of outstanding service to humanity, it is re-anchoring its approach to building resilience through innovation.

Position
To create compelling and engaging content for SEEDS school safety portal, campaigns, collaterals, events, and social media platforms, for generating publicity and outreach for the brand.

Responsibilities:
- She/he shall ensure the successful implementation of the program in high quality within the project period with desired results achieved through the following roles and responsibilities:
  - Develop content showcasing various activities, regular project updates.
  - Create stories and content by covering activities on field
  - Provide content for outreach and publicity to PR firms
  - Develop content for social media channels
  - Documentation of activities on field for reporting and record purposes
  - Regular field visits for gathering relevant materials
  - Prepare Donor specific report
  - Offers ideas for website updating and key social media platforms regularly
  - Provide content in the desired format as required by the Media Agency
  - Draft press releases
  - Document the programme progress with photos & short videos
  - Gather regular bytes and feedback from district officials, government officials and other stakeholders
  - Support team with ideating, development, production of relevant and creative communication tools/materials to support program processes
  - Lead in ideation, conceptualisation, organising & reporting local events
  - Facilitate donor visits with agenda, travel itinerary, document and prepare reports, gather feedback from the donors
  - To serve as a one-point contact for all media related content/queries for the programme team in the region
  - Ensure strict compliance with the SEEDS and donor/partner/project brand visibility guidelines and standards that the organisation follows
  - Coordinates and works with designers and other experts on developing compelling and effective visuals and communication assets relevant to the website, mass emails, social media posts, and select printed materials if required.
• To ensure all content is verified and aligned to the organizational goals and brand values.
• To liaison with regional teams to source relevant content.
• To serve as a one-point contact for all media related content for the programme.
• To suggest and research on latest trends, tools, and campaigns in digital space.
• To report from the ground and support humanitarian hub during disasters, emergencies, and other humanitarian efforts.
• Create timely and high-quality posts for SEEDS’ social platforms from the region (with a mix of testimonial, case study, SEEDER from field, project update etc)
• Coordinating with the Communications team in Head Office for any support they might require from time to time as below:
  a. Piece out articles/blog for SEEDS blog on various peg points aligning with organisational and program strategy (HO comms)
  b. Support in HO media FAM trips (HO comms)
  c. Support virtually or in person for high profile events of HO (HO comms)
  d. Compile and submit a complete report of disaster events than donor reports in helping HO compile summary docs for intervention (HO comms)
  e. Translation into regional language of key communication pieces (HO comms)
  f. Help in varied skills of illustration, video editing etc when required
  g. Compiling, being part of local hubs/groups/networks in the region (Gurgaon moms etc) (HO comms)
  h. Support in internal comms- churning out monthly internal newsletter- OSMOSIS (HO comms)
  i. Participate in the monthly/ weekly communications team meeting (HO comms)
• Any other duties related to this position that emerge from organisational management planning as and when required

Candidate must have
• Bachelor’s degree in communications or related field
• 3-5 years of work experience preferred
• Demonstrated track record of extraordinary writing skills in online and offline environments
• Ability to produce quality communications under significant time pressure
• Ability to work independently and with the team. Team Player.
• Attention to detail and ability to prioritise tasks to meet tight deadlines.
• Excellent written skills in English. (Additional knowledge of Hindi an advantage)
• Open to learning new tools and communication ideas
• Master’s in journalism or Mass Communications
• Prior experience in development sector
• Basic Knowledge of Adobe Illustrator, Adobe Photoshop, Adobe InDesign, or similar software
• Interest in photography
• Minimum of 3 years of professional experience in media and communications.
We value
- Ability to make considered and effective decisions and take clear action to address issues
- Attention to detail to spot challenges and opportunities
- Ability to collaborate with teams in a multi-cultural, multi-disciplinary environment
- Strong analytical and persuasion/negotiation skills, with the ability to influence, negotiate, motivate, advocate, and resolve conflict
- Ability to succeed in often interrupt-driven, ambiguous, and highly flexible environments
- Ability to work and deliver independently as well as be part of a team

Location
Dehradun, India

Travel
Willing to travel up to 40% of the time

Term
2 years (renewal)

How to Apply
Candidates with a passion to work in the humanitarian sector and with the above qualifications and experience may apply to joinus@seedsindia.org with the subject “Manager- Media and Communication, Dehradun” in SEEDS latest by 28th February 2021. We are an equal opportunity employer and value diversity at our organisation. Please mention your current and expected salary, and joining time required.

For information about the organisation, visit us at www.seedsindia.org.