



Job Description: Communication Lead

ABOUT SEEDS

SEEDS is a not-for-profit organisation that helps make communities resilient through comprehensive interventions in the areas of disaster readiness, response and rehabilitation. Since 1994, the organisation 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. SEEDS completed 27 years of outstanding service to humanity in January 2021 and is re-anchoring its approach to building resilience through innovation. It continues to empower the most vulnerable across Asia to build a better future. For more information, visit www.seedsindia.org

POSITION

The Communication Lead will support the implementation of SEEDS communication strategies to promote SEEDS as a brand. He/She will directly report to the Chief Communication Officer.

RESPONSIBILITIES:

Communication

- Oversee external partners and processes related to PR, social media and marketing agencies (weekly meeting, updates and approvals, follow ups, suggestion on messaging, reporting, setting up meetings)
- Contribute to short and long-term organisational communication planning, strategy, guidelines
- Ensure SEEDS media presence in across media through various PR activities
- Ensure media meetings / interactions with spokespeople
- Ensure positioning of organisation and spokespeople through profiling / award submissions
- Train all level spokespeople and communication members for media facing and managing PR
- Positioning of SEEDS in the International media as needed
- Manage event planning from conceptualisation to implementation
- Create timely and high-quality content for SEEDS' digital platforms, including the website, Facebook, Twitter, LinkedIn and Instagram and monitor outreach
- Ensure strict compliance with the visibility guidelines and standards that the organisation follows
- Provide writing and editing support for various communication collaterals as needed
- Manage crisis communication when occurs
- Maintain a roster and deploy as and when needed external vendors (journalists, photographers, film makers, graphic designers, printers, marketing agencies)
- Provide internal support to immediate communication team members when required

Internal support

- Provide support for disaster emergency response
- Any other duties related to this position that emerge from organisational management planning as and when required

Candidate must have

- A master's degree in communications, journalism, public relations or related fields (or additional experience in lieu of degree)
- **Minimum 6 years** of professional experience in communications, preferably in the development sector.

- Ability to think and articulate for different audiences
- Excellent communication and writing skills
- Basic design and photography skills
- Ability to coordinate inputs and activities across diverse teams spread across locations; to coordinate with other teams; and to liaise with external stakeholders as needed.

We value

- Relevant experience in delivering on time and on target
- Excellent written and verbal communication skills
- Highly computer literate with capability in email, MS Office, and related business and communication tools
- Content writing experience for all media platforms
- Proven social media and networking expertise
- Strategic and creative mindset
- Meticulous attention to detail
- 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 work in an ambiguous and highly flexible environments as demanded by the job. Someone who works well under pressure and meets tight deadlines
- Ability to work and deliver independently as well as be part of a team
- Ability to understand the implications and assess the appropriate degree of acceptable risk and take actions to minimise risk

Location

New Delhi, India

Travel

Based in New Delhi, but willing to travel up to 20% of the time, sometimes in emergency situations.

Term

2 years

How to Apply

Candidates with a passion to work in the humanitarian sector and with the above qualifications, experience may apply with **your CV, writing samples, your current and expected salary and joining time required** and email to meghna@seedsindia.org with the subject **“Communication Lead application”** latest by **20 November 2021**. We are an equal opportunity employer and value diversity at our organisation. For information about the organisation, visit us at www.seedsindia.org.