



**Job Title:** Sr. Manager - Communication

**Job Location:** Flexibility to either work from Bhopal, Delhi, Or Goa Office.

**Positions:** Full time

**Duration:** One year, renewable based on performance and project funding.

**Working Days:** Monday to Friday

**Reporting:** Management Committee

## About Sangath

[Sangath](#) is a non-governmental, not-for-profit organization committed to improving health across the lifespan by empowering existing community resources to provide appropriate physical, psychological and social therapies. Its primary focus areas include child development, adolescent and youth health, adult health and addictions research.

## About the position

The shortlisted candidate will lead Sangath's strategic communications plan, focusing on branding, digital platforms, and a wide range of organization-wide communications activities. The ideal candidate should have a deep understanding of nonprofit communication challenges and a track record of executing effective communications strategies. Proficiency in traditional and social media, digital transformation, graphic and web design, as well as policy and research communications, is essential for Sangath's growth.

## Key Responsibilities

### 1. Branding, content and digital platforms

- a. Define, develop and lead the brand strategy for the organization including brand identity, narrative/messaging, and associated resources
- b. Manage and update Sangath's website and communications channels (mention which ones) on a regular basis
- c. Develop and implement a calendar of digital content about the organization with the aim of building awareness about Sangath's work online
- d. Lead the development of communications materials such as annual reports, special reports, newsletters, flyers, etc., which highlight Sangath's impact and achievements

### 2. Strategic communications & management

- a. Develop, implement and continually review Sangath's communications strategy, ensuring it aligns with the evolving organizational strategy
- b. Develop and deliver plans and strategies specific to brand, digital and social (with close links to other departments' strategies)
- c. Align key messaging, data and impact of the work across various verticals and focus areas
- d. Lead regular audience identification and feedback processes to ensure our communications are reaching target audiences with the information they want and need.
- e. Create matrices, processes and tools to track and share success indicators for the organization's impact and achievements
- f. Oversee and manage the organizational communications budget

### 3. Capacity development

- a. Arrange and/or provide relevant communications training to project team staff on topics such as media engagement, research dissemination, creating communications plans, campaigns, etc.
- b. Work closely with the projects' communications staff and leaders to advise on and execute communications activities, events and campaigns
- c. Provide training and guidance to project team staff to implement and adhere to organizational branding and communications guidelines and quality assurance

### 4. Events (virtual and physical)

- a. Plan, manage and deliver communications activities for key events and moments such as organizational anniversaries and World Mental Health Day
- b. Develop branding and marketing collateral for institutional events
- c. Support and guide project teams with outreach and dissemination
- d. Support conferences and exhibitions organized by Sangath (presentations, posters, exhibition stands, etc.)

### 5. Media & external relations

- a. Responsible for day-to-day media outreach and act as press officer for the organization
- b. Serve as communications liaison with Sangath's partners and funders

### Skills & Education requirements:

- **Strategic Planning and Execution:** Develop and deliver effective strategies and campaigns, prioritize actions, and manage day-to-day communications.
- **Branding and Design Management:** Branding expertise, agency and designer relationship management.
- **Digital Project Management:** Successful management of digital and website transformation projects, familiarity with relevant digital tools.
- **Communication:** Simplify complex ideas, strong verbal and written communication.
- **Creative Marketing:** Storytelling through various channels, excellent copywriting and editing skills.
- **Interpersonal Skills:** Strong relationship-building with stakeholders.
- **Multitasking and Prioritization:** Efficient multitasking and workload prioritization.
- **Adaptability:** Comfort working in a matrix organization and flexibility in task execution.
- **Language Proficiency:** Excellent written and spoken English.

**Education and experience:****Essential requirements:**

- Master Degree in Communication/ Public Relations/ Marketing/ Journalism
- 5-8 years of demonstrated experience working in communications and external engagement
- Demonstrated experience in leadership roles managing organizational communications

**Desirable requirements:**

- 4-6 years of experience managing the communication department in an NGO or non-profit health sector entities
- Experience with public health or mental health
- Proficiency in building and maintaining an intranet platform for internal communication, document sharing, and collaboration among staff
- Understanding of health and research methodologies and the ability to translate research findings into accessible and impactful communications.

**Compensation:**

Salary will be competitive and based on qualifications and experience.

**How to Apply:**

Interested candidates must submit

- 1) Cover letter explaining how candidate meets each of the essential criteria/applicable desirable criteria
- 2) Detailed CV, including list of relevant past projects
- 3) Contact details of two professional references

Complete applications must be sent to [careers@sangath.in](mailto:careers@sangath.in) by December 22, 2023 using the subject line "Application – Sr. Manager - Communication."

Only short-listed candidates will be invited for an online/in-person interview.

Sangath upholds equal employment opportunities. All candidates meeting the necessary qualifications will be considered for employment without regard to factors such as race, religion, color, national origin, gender, gender identity, sexual orientation, age, protected veteran status, disability, and other relevant considerations.