



Media and Communications Manager

1. Introduction

Job title	Media & Communications Manager
Grade	4
Location	Head Office (New Delhi)
Reporting to	Chief Executive
Reporting from	Media Officer, Content Officer, Social Media Coordinator

2. Context

Jal Seva Charitable Foundation (JSCF) is registered in India as a not for profit company under Chapter Section 25 of the Companies Act, 1956. JSCF is an associate member of WaterAid International and used the brand name 'WaterAid' in India. WaterAid's mission is to transform the lives of the poorest and most marginalised people by improving access to safe water, sanitation and hygiene. WaterAid India's goal is to "Make Water Sanitation and Hygiene (WASH) poverty history in the country".

WaterAid began working in India in 1986. WaterAid India (WAI) focuses on the poorer states in the country to better target India's most vulnerable communities. The head office is in the nation's capital, New Delhi. WaterAid India also has Regional Programme Offices in Bhopal, Bhubaneswar, Hyderabad and Lucknow. We currently work in 11 states in the country.

WAI's Programme focus in the next five years is on promoting and securing rights and access to safe water, improved hygiene and sanitation for the poor in particular through direct services and millions more through our influencing work.

3. Purpose

To lead and implement the media and communications strategy in terms of awareness-raising and visibility thereby positioning WaterAid as the leading WASH organisation in India with international experience. To help create a brand-identity for WaterAid India to facilitate raising resources within the country.

4. Responsibilities

- Design and implement effective communication strategies to increase awareness on key thematic issues
- Support the Regional Office teams in developing appropriate Information, Education and Communication materials for use by partners – government and voluntary organisations.
- Conceptualise, initiate and facilitate the production of communication materials (e.g., films, video, audio-visual, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translation, review of layouts and graphic design)
- Facilitate documentation through various mediums on the work we do for a diverse set of audiences.
- Establish and maintain contacts with media houses and news agencies – English and in regional languages.
- Support and guide the Media Officer in arranging press conferences, news briefings, media interviews, visits and public events
- Support and guide the Media Officer in effective implementation of a media plan at national and regional levels
- Support and guide the Social Media Coordinator in maintenance and upgrades of the WaterAid India website and across various social media.
- Facilitate, monitoring of relevant media coverage and keep abreast of developments on WASH related issues in India
- Assess the general reaction of the public to the work of WaterAid on the basis of information gathered from media, organised groups and correspondence
- Write press releases, press briefings, press statements, media and campaign Q&As, place articles in the appropriate media, and clear internal memos on media developments
- Conceptualise, develop and review all relevant marketing communication (in coordination with the Resource Mobilisation function) to ensure alignment with the organisation's policies and positions
- Support the resource mobilisation team in efforts to raise resources for our work in India through effective brand-building and communication efforts.



- Represent WaterAid to the external world
- Build capacity of WaterAid staff in relation to media through the development of training materials and programmes, facilitating training sessions for staff where possible/necessary and briefing staff on campaign objectives/messages
- Evaluate all media work against WaterAid’s standards/guidelines/practices so to feed into future media strategies
- Responsible for communication of media work/coverage/messages ensuring best practice
- Ensure consistency of media messaging from all staff, including monitoring that WaterAid’s media protocols are followed
- Responsible for media coverage of campaigns including identifying and creating opportunities for media work (e.g. incorporating campaign issues into staff work plans) and identifying political/internal/other events that provide platforms for media work
- Build and maintain a good understanding of the type of programme information required for the evolving needs of WaterAid India, ensuring quality standards are met in all external communications
- Collaborate with WaterAid’s global communications team, respond to queries and ensure WaterAid (India’s) work is well represented on websites etc.
- Safeguard the ethical standards and principles of WaterAid within the communication activities
- Supervise and evaluate functional team members; provide advice regarding communication issues when required; further develop the overall communication capacity within WaterAid
- Contribute as a Country Management Team member in the strategic planning and development of policies
- Ensure consistency across all communication vis-à-vis the brand

5. Eligibilities and requirements

- Education
 - Post-graduate degree in Communications or an equivalent field, from a reputed institute
- Experience
 - Between 10 to 15 years of relevant work experience in similar organisational/functional context
- Other specifications
 - Strategic minded and results oriented
 - Extremely strong communications skills in English and Hindi (both written and verbal), good editing skills, and ability to tailor communication materials for different audiences
 - Sound understanding of development, human rights or social policy issues and a good understanding of issues of programme learning and media advocacy
 - Experience of leveraging various media and digital communication channels to reach and engage with different audiences.

- Good network of media contacts in India
- Strong computer literacy, including ability to use word-processing, spread sheet and database software
- Excellent interpersonal skills
- Experience of co-coordinating or matrix-managing a team to deliver on objectives.
- Ability to build support from staff across teams, and to build the capacity of others.
- Experience of working within budget constraints
- High levels of integrity
- Willingness to travel significantly
- Published work, films, audio-visuals, etc.

Application Process

- To apply please download the attached application form. Kindly note that ONLY applications submitted on WaterAid's standard application form will be considered.
- Please mention in Subject line "Media & Communications Manager".
- Completed applications should be sent to waindhr@wateraid.org. Closing date: 22nd April 2017
- For further information on this job vacancy, please visit www.wateraidindia.in
- Only Shortlisted candidates will be intimated of the interview