



Job Description for the Position of Manager, Communications (Full-time)

Job Title : Manager, Communications (Full-Time) at Family Planning Association of India (FPA India)

Location: Onsite, based out of FPA India Headquarters, Mumbai

Reports to: Director – Communications

Qualification: Bachelor's in public relations/mass media & journalism,

Desirable - Post graduation in Social Work/Health Sciences/Public Policy/Political Science with three years of experience

Experience: Experience in managing communications in the social development sector.

Objectives:

The objectives will involve developing and implementing digital communication strategies for building and maintaining the reputation, brand visibility and engagement of FPA India through different online, offline and social media channels.

Key Responsibilities

Turn-key management of the following:

- **Content Management of FPAI Communications assets:**
 - Website content updates & SEO, growing inbound traffic & user engagement
 - Writing original blogs + coordinating with Guest authors
 - Newsletters
 - Other communication materials like: Reports, brochures, flyers etc.
- **External facing communication - writing & designing content for:**
 - Social Media pages
 - Create + manage Fundraising & other special campaigns,
 - Drafting & releasing press releases
 - Email marketing: creating content, managing mailing lists & measuring results
- **Internal communications:**
 - Develop and circulate templates for programme teams to share good quality content, videos and photos for publication in the in-house quarterly newsletter and the Annual report, and for posting on the website and social media channels.
 - Provide creative, editorial and operational support for communications under specific projects, such as developing infographics and impact briefs for donors
 - Maintain an online library for press cuttings, monitor cuttings and reports
- Carry out any other related work assigned by management.

Professional Skills:

- Excellent written & spoken English. Proficiency in Hindi + other regional languages is helpful.
- Proficient in the use of: Design tools (Canva, Photoshop etc.), Office Suite (Powerpoint, Word, Excel, Google docs)
- Excellent Project Management skills: Ability to effectively drive multiple communication related initiatives in parallel, to success
- Excellent People Management skills: Ability to work with internal & external stakeholders, to drive successful delivery of projects

Soft Skills desired:

- Must be a self-starter, highly motivated and take initiative
- Commitment to meeting timelines with a keen eye for detail
- Good interpersonal skills
- Desire to make a deep impact at the cross-section of Communications and Sexual & Reproductive Rights

Remuneration: Commensurate with experience and qualification

FPA India being a national level organization in the field of Sexual & Reproductive Health & Rights with international network relationships provides best opportunity for personal growth and healthy work atmosphere.

FPA India provides equal opportunity to all without any discrimination. People Living with HIV are encouraged to apply.

FPA India is committed to the safety and protection of children, young people and vulnerable adults. This position may involve interaction with these groups. The Child Protection policy of the Association is to be followed.

Note:

- Applications must be submitted in the prescribed format by **January 15, 2025**, by email to hr@fpaindia.org stating the Job title in the Subject line. Only applications received in the prescribed format will be valid and accepted.
- FPA India will only contact and give feedback to candidates who are shortlisted.

Since the headquarters is in Mumbai, those in Mumbai or those willing to shift to Mumbai on their own may only apply.

Apply to:

Director General

FPA India,

Bajaj Bhavan,

Nariman Point, Mumbai – 400021

E.Mail: hr@fpaindia.org