



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

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

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

Reports to : Deputy Director General - Programmes

Qualification: Masters' in Public Relations/Mass Media & Journalism,

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

Experience: Experience in handling Communications in the social development sector

Objectives:

Developing the comprehensive media communication strategy for building and maintaining the reputation, brand visibility and engagement of FPA India and overseeing execution of the communication strategy.

Key Responsibilities

- Managing the communications department within the organization,
- Directing marketing and public relations campaigns through different online, offline and social media channels.
- Content Management of FPAI Communications assets:
 - Website content updates & SEO, growing inbound traffic & user engagement
 - Writing original blogs + coordinating with Guest authors
 - Annual Reports
 - Newsletters
 - Other communication materials like: brochures, flyers, Project infographics, etc.
- Ensuring all organizational materials have positive messaging and branding, consistent with the communication strategy
- External facing communication –
Writing & designing content for:
 - Website
 - Social Media pages
 - Create + manage Fundraising & other special campaigns,
 - Drafting & releasing press releases
 - Email marketing: creating content, managing mailing lists & measuring results
- Internal communications:
 - Update the branding guidelines
 - Provide creative, editorial and operational support for communications under specific projects, such as developing infographics and impact briefs for donors

- 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 understanding, using and analyzing digital media to optimize online presence of FPA India
- Proficiency in crisis communication and reputation management through appropriate channels of communication
- Leadership and team management
- Excellent Project Management skills: Ability to effectively drive multiple communication related initiatives in parallel, to success
- Solid grasp of media relations and capability of acting as a spokesperson for the organization.
- Excellent People Management skills

- **Soft Skills desired**
- Must be a self-starter, highly motivated
- Commitment to meeting timelines with a keen eye for detail
- 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**, 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