

## **Job Title: Associate Director - Communications**

Are you someone who enjoys crafting strategic communication plans that drive organizational objectives? Do you thrive on building and nurturing relationships with key media outlets, journalists, and influencers? Are you committed to safeguarding and enhancing an organization's brand through consistent and positive representation?

If yes, this may be interesting for you!

Satyarthi Movement for Global Compassion (SMGC) is a social reform organization committed to 'Globalizing Compassion' and promoting lasting and sustainable outcomes for all. The organization is based out of New Delhi and founded by Mr. Kailash Satyarthi, a Nobel Peace Laureate. SMGC believes that Compassion is the most powerful way to self-actualization, rebuilding our shared humanity and ensuring a lasting and sustainable future for all.

SMGC is seeking a dynamic and strategic Associate Director of Communications to join our team and lead the development & implementation of communication strategies that amplify our impact and promote our mission. The ideal candidate should have a strong background in communications, brand establishment, public relations, and media management, with a passion for driving positive social change.

Key Responsibilities will include:

### **Strategic Planning**

- Develop and implement comprehensive communication strategies aligned with the organization's goals and objectives.
- Work closely with senior leadership to integrate communication plans into overall organizational strategies.

### **Media Relations:**

- Cultivate and maintain relationships with key media outlets, journalists, and influencers to secure positive coverage.
- Serve as the organization's spokesperson when necessary and manage media inquiries.

### **Content Development:**

- Oversee the creation of compelling and impactful content for various channels, including press releases, articles, blog posts, and social media.
- Ensure consistency in messaging across all communication platforms.

### **Digital and Social Media Management:**

- Develop and execute digital communication strategies to enhance the organization's online presence.
- Lead social media campaigns and manage the organization's social media accounts.

### **Internal Communications:**

- Develop and implement internal communication strategies to ensure consistent messaging and engagement among staff, volunteers, and other stakeholders.

### **Crisis Communication:**

- Develop and maintain a crisis communication plan, ensuring the organization is prepared to respond effectively to any unforeseen challenges.

### **Brand Management:**

- Craft and implement strategic initiatives to define and communicate our brand's identity, ensuring consistency across all channels while fostering positive consumer perceptions.
- Protect and enhance the organization's brand by ensuring consistency and positive representation in all communication materials.

### **Collaboration and Networking:**

- Collaborate with partner organizations, government agencies, and other stakeholders to enhance the organization's visibility and impact.
- Represent the organization at relevant events and conferences.

**Who you are:**

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field. Master's degree is a plus.
- Over 10 years experience in a senior communications role.
- Strong understanding of social issues and a passion for contributing to positive social change.
- Excellent written and verbal communication skills.
- Proven experience in media relations and crisis communication.
- Demonstrated success in developing and implementing digital and social media strategies.
- Ability to work collaboratively with diverse teams and stakeholders.

**Number of Vacancies:** 1

**Location:** New Delhi

To apply for this job, write to [aastha@satyarthimovement.org](mailto:aastha@satyarthimovement.org) with a copy to [hr@satyarthimovement.org](mailto:hr@satyarthimovement.org), with your CV and Cover Letter.

**To know more about SMGC, you can visit the below links:**

**SMGC Website:** <https://satyarthimovement.org/>

**SMGC Concept Note:** <https://heyzine.com/flip-book/2e5610292d.html>

**SMGC Introductory Video :** <https://www.youtube.com/watch?v=Wq5T0jR9J4c>

**LinkedIn:** [Satyarthi Movement for Global Compassion](#)

**Instagram:** [SMGC Official](#)

**Facebook:** [SMGC Official](#)

**Twitter:** [SMGC Official](#)

SMGC is an equal opportunity employer. We encourage candidates from diverse backgrounds to apply.