

JOB DESCRIPTION

SENIOR ASSOCIATE - COMMUNICATIONS

Organization: Satyarthi Movement for Global Compassion (SMGC)

Department: Communications

Reporting To: Lead - Communications

Role Overview

A **Senior Associate – Communications** is responsible for developing, organizing, and delivering communication materials that align with an organization's strategic goals. This includes shaping narratives, managing content pipelines, and ensuring unified messaging for audiences such as donors, partners, media, internal teams, and the public. This is consistently reflected in emphasizes creating and managing content aligned with the communications strategy and advance SMGC's mission.

Key Responsibilities

1. Strategic Leadership

- Develop and lead the organisation's overall communications strategy aligned with vision and goals
- Position the organisation as a thought leader across key thematic areas
- Advise leadership on communication, reputation, and public positioning

2. Brand & Narrative Building

- Define and strengthen the organisation's brand identity and voice
- Craft compelling narratives that translate complex ideas into accessible messaging
- Ensure consistency across all platforms and materials

3. Media & Public Relations

- Build and manage relationships with media, journalists, and influencers
- Lead media outreach, press releases, op-eds, and interviews
- Manage crisis communication and reputation risks

4. Digital & Content Strategy

- Oversee digital presence (website, social media, newsletters)
- Drive content strategy across formats—written, visual, and multimedia
- Use data and insights to optimise engagement and reach

5. Campaigns & Advocacy

- Design and execute high-impact communication campaigns
- Support advocacy efforts through strategic storytelling and messaging
- Align campaigns with organisational priorities and global moments

6. Internal Communications

- Strengthen internal communication systems and culture
- Ensure alignment across teams and verticals
- Support leadership communication and organisational messaging

7. Partnerships & Stakeholder Engagement

- Manage communications with key stakeholders—partners, donors, institutions
- Support collaborations through co-branded communication strategies
- Represent the organisation in public forums and events

8. Team & Operations Management

- Build and lead a high-performing communications team
- Oversee budgets, vendors, agencies, and production timelines
- Ensure quality control across all communication outputs

9. Knowledge & Thought Leadership

- Lead development of reports, publications, and knowledge products
- Enable visibility through speaking engagements, articles, and global platforms
- Track trends to keep communication relevant and forward-looking

10. Monitoring & Evaluation

- Set KPIs for communication impact and visibility
- Track media coverage, digital performance, and audience engagement
- continuously refine strategy based on insights and feedback

Qualifications and Experience

- Bachelor's Degree in Communications, Journalism, Public Relations, Marketing, Public Policy, International Relations, Mass Media
- Advanced Qualification: Master's Degree or MBA in Communications, Strategic Public Relations, Media Management, International Development, Public Administration, or Marketing
- 4 - 6 years of relevant experience in similar field.

Key Skills and Competencies

- Attention to detail and commitment to quality.
- Good time management and organizational skills.
- Sensitivity towards child rights, social issues, and the Movement's mission and values.

Preferred Technical Skills

- Mastery over content calendars, content lifecycle management, and multi-format dissemination (print, video, podcasts, digital publications).
- Deep understanding of the media landscape (national/international print, broadcast, trade publications) with proven media pitching and story placement capabilities.
- Hands-on oversight of CMS platforms (e.g., WordPress, Drupal), email delivery tools (e.g., Mailchimp, HubSpot, ActiveCampaign), and SEO best practices.
- Expertise across platforms (LinkedIn, X/Twitter, YouTube, Instagram) including paid campaigns, audience segmentation, and social listening.
- Fluency in key analytics platforms (e.g., Google Analytics 4, Meltwater, Cision, Sprout Social, Brandwatch) to track reach, media impression share, sentiment, and digital conversions

Role Expectations

The Senior Associate is expected to work under the supervision of the Lead - Communications, follow established creative briefs and brand guidelines, and ensure timely execution of assigned tasks. The role will focus on design implementation and production support, while the Senior Graphic Designer will provide creative direction, review outputs, and oversee overall brand consistency and design quality.

Compensation

Competitive remuneration commensurate with qualifications, skills, and experience, in line with the Foundation's compensation framework.

How to Apply

Interested candidates may share their updated CV via email to smgc.hr@satyarthimovement.org and update [Candidate Response Form](#)