

About Us :-

Committed Communities Development Trust (CCDT), founded in 1990 is a NGO based out of Bandra, Mumbai working with the most marginalized and vulnerable communities across Maharashtra, with key intervention Programmes in Child Protection, Maternal and Child Health and Nutrition and Adolescent/Youth Empowerment.

Aligning its initiatives with 6 Sustainable Development Goals (SDG) set down by the United Nations, CCDT works to make the interventions impactful, working together with Government Departments, ICDS, Nutrition Mission, Municipal Corporations, Anganwadi and Health Posts to achieve scale and results.

Visit Us :- www.ccdtrust.org

Job Description: Manager- Communications

The Communications Manager will be responsible for the management and implementation of digital marketing, branding, and publicity activities for CCDT. S/he will manage the communication planning and strategies to drive loyalty and visibility among key stakeholders. S/he will be responsible to work cross functionally to align communications across the organization and manages day-to-day communications activities including knowledge management, social media, public relations, website sudation, content development, vendor and team management. The Manager is responsible for directing, creating, and implementing communications plans and to support strategic interactive communication for CCDT.

Key responsibilities:

1. Communications

Revamping and updating website

- Redesigning CCDT's website and updating content
- Adding new events/activities every month
- Updating data/statistics every quarter
- Adding reports and publications as published
- Reviewing Google analytics to enhance user-experience and generate more traffic to the website
- Utilize SEO/SEM and email marketing to drive online traffic to the website and generate leads

Managing Social Media Platforms

- Produce content and conceptualize campaigns for CCDT's program and reports —for online channels including a quarterly newsletter and social media platforms
- Promoting CCDT's work (events, program activities, milestones, impact, publications) via daily Facebook & Twitter updates, as well as quarterly newsletters
- Increasing social media following on both platforms via ad campaigns and engaging with

influencers

Campaigns and Events

- Leveraging crowd-funding platforms to raise funds for CCDT's programs
- Help organize fundraising events
- Design and promote campaigns related to CCDT's core thematic areas
- Help organize events that can influence the thought process and actions of the government, companies, foundations, philanthropists, social organizations, media and our peers
- Represent CCDT at events and conferences

Media & PR

- Write and pitch articles, op-eds, press releases to media agencies (MINT, HT, online platforms)
- Participate in media social initiatives/campaigns to promote CCDT's work
- Manage relations with the media and identify opportunities that will establish CCDT as a thought leader in the sector

2. Knowledge Management

- Write, edit and optimize content for CCDT's website, social media, newsletters, blogs etc.
- Produce content and campaign material for CCDT's products, services and reports across media (Facebook, Twitter, LinkedIn, news, AdWords, events and roundtables, email etc.)
- Record and promote impact stories across programs and activities that reflect the importance of CCDT's work
- Produce articles for print and online media based on CCDT's organizational updates, projects and initiatives.
- Record the impact and learnings of CCDT's projects for internal and external consumption
- Develop CCDT's expertise in the development sector by researching and analyzing Indian and global trends (building internal knowledge)
- Explore opportunities to build strategic partnerships with relevant organizations to co-create research papers, reports, articles and blogs
- Conduct desk reviews and undertake visits to organizations to create a compendium of best practices

3. Strategic planning

- Support internal teams with program design and internal strategy development
- Support senior management with designing a five-year strategy plan for the organization

Required Qualifications, Skills and Competencies:

- Bachelor's Degree in any discipline is required.
- Post Graduate qualification in Public Relations / Journalism / Mass Communications / Marketing is preferable.
- Overall experience of 10-15 years experience in handling social media communications, branding, integrated campaign development and digital content.
- Minimum 5 years of experience of handling communication portfolio in the social development sector.
- Ability to manage public relations and communications around sensitive issues
- Communication and networking with stakeholders
- Strong leadership and teamwork skills
- Ability to supervise, lead and motivate the team
- Excellent communications skills (written, visual, verbal, presentation)

Remuneration:- As per industry standards

Kindly apply with your updated Profile in a word format along with the following details:

- Current CTC
- Expected CTC
- Notice Period
- Total years of experience
- Skills Expertise
- Professional references Two (Name, Designation, Organization & Contact)

Contact:- Email us your resume on hr@ccdtrust.org latest by September 15th