

Strategic Communications Lead

Job Description

Point of View is a non-profit founded in Mumbai, India in 1996 to build and amplify the voices of women and marginalised genders. We are a fast-growing pan-India non-profit recognised for running high-quality, impactful programs on ground and online. We currently work across three program areas:

- 1 Gender, sexuality and technology
- 2 Gender, sexuality and disability
- 3 Digital storytelling

Position Overview

POV is known for its excellence in communications - this has been part of our program DNA since our inception. We now seek a dynamic, self-motivated, hands-on Strategic Communications Lead to join our team. She/they will strategically deploy communications as a tool to maximise impact, building and delivering top-notch digital and physical communications outputs across programs.

What you must have

a) Related to communications

- Proven track record of hands-on experience in managing and implementing strategic communication programs across multiple areas
- State-of-the-art knowledge of communications in multiple text, visual and graphic forms including emerging digital forms
- Strong conceptual and strategic skills, including the ability to generate innovative ideas that lead to high-quality communication outputs
- Excellent writing, editing and verbal communications skills, including the ability to communicate in accessible, jargon-free English
- Fluency with digital and social media tools and techniques, integrating video and graphic design for enhanced impact
- Strong aesthetic sensibility, including the ability to give relevant feedback to designers and illustrators working across different formats

b) Approach to work

- Strong interpersonal skills and ability to lead and mentor a multi-disciplinary team including writers, editors, designers, social media strategists, web designers etc
- Rigorous attention to detail, quality and impact in program conceptualisation, design, execution and implementation, and in written communications
- Exceptional ability to work within tight deadlines, with minimal supervision, and on multiple projects simultaneously
- Innovative ideas, and immense energy to lead an output through its entire life cycle – from conceptualising and commissioning to finalising and meaningfully getting it out there
- High multi-tasking abilities to simultaneously manage multiple responsibilities, communication projects, staff and consultants
- Ability to connect the dots and comfort with ambiguity while working in a fast paced environment to deliver high quality outputs

Responsibilities

- Develop and implement a high-impact strategic communication plan for POV
- Lead POV's storytelling strategy and program to amplify voices across all media formats
- Develop content and stories for a variety of POV's partners and audiences through different channels (e.g., websites, social, videos, presentations, etc.)
- Increase visibility of POV's work among various stakeholders including donors, CSR, both in India and outside India
- Lead specific pieces of analytical work to measure the strategic communications plan success
- Ensure quality control of all POV materials by applying appropriate format and branding of products and presentations
- Ensure linkages between digital and physical work of POV

Work experience

At least 7-10 years

Location

Mumbai; remote working options within Mumbai are possible.

Salary

This is a full-time position. We offer competitive remuneration within the non-profit sector.

Reporting to

Executive Director

Start date

15 November 2021, negotiable

Application information

Interested candidates should send a resume, references, salary history and thoughtful cover letter describing your specific qualifications and interest in the position to vacancies@pointofview.org by 31 October 2021.

Applications will be reviewed as they are received. Submissions without cover letters will not be considered. Applicants who best match position needs will be contacted.

Point of View is proud to be an equal opportunity workplace. We are committed to building an organisation that is increasingly representative of the communities that we serve. Preference will be given to women, trans, non-binary persons.