

Amar Seva Sangam

Job Description - Communication Executive

Communication Executive

Reports To

Secretary Amar Seva Sangam

Job Overview

Our growing service needs resourceful communication Executive to develop and implement scaling of impact of Enabling Inclusion™ (a Technology Leveraged Early Intervention model) to reach millions of Children with Disabilities in India and Globally. The incumbent should be dynamic and initiative-taking who understands and accept the challenge of leveraging our successful model to reach out to potential Govt and NGO partners to scaleup, promote the Center of Excellence and build the brand of the organization. Candidates should have strong communication and leadership skills, as well as the ability to manage a diverse team in an evolving Social landscape and should be willing to travel. Highly performing candidate will be on a fast-track career growth in the organization.

Specific job responsibilities

- Collaborate with management to develop and implement an effective communications strategy based on our target audience.
- Write, edit and design presentations and media contents for Secretary of Amar Seva Sangam
 - for High level Presentations
 - Social media management
 - Communications to VIPs, government officials, corporate heads, major donors, celebrities and key persons in the society
 - press releases,
 - speeches
- Publicity: - writing, editing and supervising the production of the following 4 Amar Seva Sangam
 - website content,
 - case studies,
 - articles
 - annual reports.
 - and other marketing material that communicates the organization's activities, products and/or services
 - publicity brochures, handouts, direct mail leaflets,
 - promotional videos,
 - photographs,

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- films and multimedia programs.
 - devising and coordinating photo opportunities
- Organise and manage events
- Respond to media inquiries, arrange interviews, and act as a spokesperson for the organization.
- Establish and maintain effective relationships with journalists and maintain a media database.
- Ability to convert leads into contacts and nurture and promote contacts into potential champions of cause for Amar seva Sangam
- Address, & contact info of existing and potential champions of cause for Amar seva Sangam; linking relationships among them and continuously liaising with them
- **Specific skills.**
 - Excellent English communication skills, both written and verbal. Spoken Hindi is added advantage.
 - Good working knowledge on word, excel and PowerPoint.
 - Tech savvy.
 - High attention to detail and a focus on fact-based decision making.
 - Adobe Photoshop, CorelDraw designing
- **Personal characteristics.**
 - Must possess an understanding and caring attitude towards persons with disabilities and must display willingness to be available to the Service of such people.
 - Ability to handle stressful situations.
 - Ability to meet deadlines.
 - Ability to follow directions and work together as a team player.
 - Ability to establish and maintain working relationships with co-workers, supervisors, other personnel and the public.
 - Willing to volunteer and do all nature of work.
 - Demonstrate Service mind.

- **Personal Attributes**

The incumbent must maintain strict confidentiality in performing the duties of the Finance and the incumbent must also demonstrate the following personal attributes:

- ✓ be honest and trustworthy.
- ✓ be respectful.

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- ✓ possess cultural awareness and sensitivity.
- ✓ be flexible.
- ✓ demonstrate sound work ethics.

The incumbent would normally attain the required knowledge and skills through completion of office procedures coursework combined with related financial and administrative work.

- **Demands of the Work.**

- a) Will spend long hours.
- b) Faced with constant interruptions and must meet with others on a regular basis.
- c) There are several deadlines associated with this position, which may cause significant stress.
- d) Alert and advise the superior / management on existing and anticipated issues
- e) Ability to interpret and escalate information to various levels.
- f) The incumbent must also deal with a wide variety of people on various issues.

- **Maintain records.**

- ✓ Ensure filing systems are maintained and up to date.
- ✓ Ensure protection and security of files and records.
- ✓ Ensure effective transfer of files and records.
- ✓ Ensure personnel files are up to date and secure.