

INDIA CHILD PROTECTION FUND - MANAGER, COMMUNICATIONS

Position: Manager

Team: Communications

Reporting: Director, Communications

Purpose: The Manager, Communications shall provide strategic input and implement the organisation's internal and external communications strategies

Location: New Delhi, India

ABOUT US

The India Child Protection Fund (ICPF) is a new social impact fund focussed on child protection. The mission of ICPF is to serve the child protection ecosystem by supporting grassroots action and activists, identifying and scaling out sustainable solutions, investing in bold innovation, leveraging technology, and promoting strategic and coordinated efforts at all levels. It is headquartered in New Delhi, India and shall invest in child protection initiatives in India, Nepal and Bangladesh.

The exploitation of children, particularly child trafficking, is a highly organized and complex crime which operates across state and national borders. In order to combat this crime, civil society's response needs to be more strategic, organised and sustainable, and backed by empirical evidence. ICPF is mobilizing regional philanthropies and international donors to funnel their resources into a strategic and holistic strategy aimed at solving the problem. Driven by activists and grassroots experience, ICPF shall fundamentally transform the donor-grantee ecosystem in the region. It shall create a level playing field for funding, define sector standards, build capacities, promote greater collaboration and enable bold, data-driven approaches and innovations.

PURPOSE

The Manager, Communications shall be responsible for the following streams of work:

1. Support development and lead certain aspects of the implementation of ICPF's external communication strategy which is aimed at the media (print, broadcast and online), strategic partners (funders, grantees, government, education institutions, think tanks etc.) and global platforms
2. Develop and lead certain aspects of the implementation of ICPF's internal communication strategy which is aimed at staff, associates and partners
3. Provide communications support to programs and grantees

KEY RESPONSIBILITIES

The Manager, Communications shall have the skills and experience to deliver on Key Performance indicators (KPIs) in the following areas:

- Work with the Director of Communications to design and implement ICPF's internal and external communication strategies, as per the ICPF Annual Action Plan
- Build the communications capacity of ICPF and its partners
- Work with teams to develop and implement integrated social media engagement strategies and toolkits for specific campaigns and other high-profile events
- Day-to-day management of ICPF website, ensuring web content is up-to-date, carrying out regular content audits and user testing, and making any necessary improvements
- Build supporter engagement and following through ICPF's social media channels
- Identify and manage small-scale web and multimedia products, write specifications and creative briefs, manage external agencies, test functionality and usability
- Write press releases and handle media requests, including responding to relevant and strategic news
- Nurture relationships with key journalists and explore opportunities for exclusive features to enhance national and international media coverage.
- Keep abreast with new developments in digital communications and social media and advise on appropriateness of these tools for ICPF
- Assist the Director of Communications to advise and brief ICPF staff to deliver key messages to the media

REQUIREMENTS

- Post graduate or equivalent degree in journalism, communications, public relations or another relevant field.
- 4+ years of relevant work experience
- Fluency in English and Hindi, spoken and written. Fluency in an additional regional Indian language is an advantage
- Strong communication skills, written and verbal
- Strong knowledge of communication strategies, branding, media, digital tools, design and publishing
- Storytelling capabilities to develop simple and clear communications messages/stories
- Problem-solving capabilities, with the ability to develop creative and simple solutions for challenging problems
- An eye for detail and precision
- Values-alignment with ICPF and a passion to solve problems of child protection
- Strong computer and digital literacy including advanced use of MS Office