

POSITION: Assistant Manager-Communications

NO. OF POSITIONS: 1

LOCATION: Kurla, Mumbai

DESCRIPTION:

Bright Future is seeking to hire an Assistant Manager-Communications to assist the Communications manager in all internal and external communications of the organization. It also entails building a brand for Bright Future, and ensuring brand consistency across all communications.

RESPONSIBILITIES:

- To assist in promoting the brand of Bright Future (online and offline marketing, media, events etc.) and ensuring that the guidelines are followed by the team
- To write content for various communication pieces – press releases, columns (on behalf of the organization), website, online and offline media, newsletters, blogs, etc. Liaison with third party vendors/interns for creation of the above materials if required
- To assist in developing and designing of various collaterals required for the promotion and branding of the organization
- To keep online platforms (Facebook, Twitter, Instagram, and LinkedIn) of the organization up to date and share the updates on these platforms as per the social media calendar created
- To liaison with the web agency to implement the website strategy
- To coordinate with diverse teams to identify and curate the content for various communications material
- Photo and Video documentation of activities, events and training programs for social media and donor communication
- To plan and organize events to build a community and boost brand awareness

COMPENSATION:

Best in the industry

REQUIRED QUALIFICATIONS AND EXPERIENCE:

Qualifications: Master's degree in marketing/communications/media/public relations or any other relevant field.

Years of Experience: 3 years of experience working in a similar marketing role preferably in the development sector.

REQUIRED KNOWLEDGE:

- Standard Marketing and branding concepts
- Knowledge about current trends in social/digital media
- In-depth Knowledge of the organization and the model
- Knowledge about the sector
- Design / Aesthetic sense

REQUIRED SKILLS:

- Good command over the following languages – English, Hindi and Marathi
- Good research skills
- Good writing, presentation and communication skills
- Proficient with MS Word, PowerPoint and Excel
- Good knowledge about social media marketing