



JOB DESCRIPTION

Job Title	Manager Communications
Department	Communications
Location	Corporate Office
Reporting to	HOD
Number of Position	1

Brief background on Kinship for Humanitarian Social Holistic Intervention in India (KHUSHII)

KHUSHII is a non-profit organisation working for the upliftment and holistic development of underprivileged children, women and vulnerable families. Founded in December of 2003 by Cricket legend Kapil Dev, KHUSHII is currently working in 12 states in India namely Delhi, Gujarat, Haryana, Telangana, Uttar Pradesh, Maharashtra, Punjab, Tamil Nadu and Karnataka reaching out to approx. 93,000 children and impacting lives of more than 5 lakh in the communities in their fight against poverty, abandonment, social neglect.

Purpose of the job

Communications is the function in the business responsible for the implementation of communications both internally and externally. The purpose of this job is to develop a Branding Guideline and uniform “look & feel” for all aspects of the KHUSHII brand and communication. Also to develop and share insights from the sector, lead campaigns for fundraising and awareness and effectively communicate with KHUSHII's donors and beneficiaries.

Job Description- Duties and responsibilities

- Oversee planning, management and execution of KHUSHII Communications Portfolio, with a principal focus on: strategic communications and engagement, media relations, content development, overall management.
- Develop strategic and integrated communication plans to advance KHUSHII brand identity, broaden awareness and increase the visibility of the organization across key stakeholder audiences.
- Plan, execute and manage KHUSHII strategy to enhance our visibility across all media channels.
- Develop Annual and Quarterly Reports and designing the donor reports and updating Deck etc.
- Actively seek opportunities to be endorsed by external bodies that recognize sector excellence e.g. SDG Awards; Annual Voluntary Sector Reporting Awards etc.

- Help KHUSHII build its reputation for accountability and transparency through the production of high quality and innovative annual reports and newsletters.
- Handle the communication and digital agencies to get the work done
- Maintain website and campaign sites, which includes updating content, modules and blocks with assistance from the KHUSHII team.
- Create, execute and manage social media strategies to support various KHUSHII activities and programs in collaboration with all organizational teams.
- Evaluate emerging technologies, digital platforms and infrastructure choices and make recommendations regarding the use of these technologies.

Desired Specifications

	Essential	Desired
Education	Any Bachelor's in Communications, Marketing, Journalism, Public Relations, or any other related field	Any graduate with demonstrated results in related field
Experience	5-6 years in related field	Experience in leading the execution of communications strategies that led to a business's customer base expansions with a strong content writing experience
Skills and Knowledge	<ul style="list-style-type: none"> • Strong interpersonal and leadership skills • Managing digital content • Excellent communication and presentation skills • Excellent knowledge of Office IT packages: Word, Excel, PowerPoint etc. 	Expertise in managing ROI for digital campaigns across all online and offline media

Interested candidates please email your CV at hr@khushii.org. Local Candidates may apply only.