

**Job Title:** Communications Coordinator

**Organisation:** Ekta Shakti Foundation

**Website:** <http://www.ektashakti.org/>

**Location:** New Delhi

**Experience Required:** 2-3 Years

**Sector:** Development

**Functional Area:** Business Development; Resource Mobilisation; Marketing and Communications

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**About Ekta Shakti Foundation:**

Ekta Shakti Foundation is a not for profit organization headquartered in New Delhi, India. The organizations key objectives are to synchronise, complement and expand the



development efforts made by the national and state governments to improve the quality of life of the deprived and marginalised communities. The key thematic areas of the organizations are health and nutrition, holistic child development, inclusive education and skill development of youth and women. The organization has been focussed on driving excellence and impact since its inception in the year 2003.

At this stage the organization plans to launch into the next phase of its growth and development.

To enable this Ekta Shakti Foundation is recruiting for several Key Positions that will be responsible for setting the vision, planning, resourcing, execution and driving impact.

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**Position Overview:**

The Communications Coordinator is responsible for coordinating and managing the organization's communications, including Marketing & Communication, PR, Digital, Branding and fundraising initiatives. The Coordinator will work with Business Development and Program staff to develop various communication materials and provide communications support (internal and external). The Communications Coordinator will also coordinate press coverage of the organization, position the brand and image of the organization in the leading market, reach out to its target audience in a strategic and well thought manner and maintain consistency in the organization's messaging to diverse audiences.

The Communications Coordinator reports to the Head of Business Development and works closely with other senior staff.

### **Roles and Responsibilities of the position:**

- Collaborate across departments on various communications requirements to support the vision of the organization
- Serve as a direct liaison with Marcomm agency.
- Lead efforts to effectively market the Collaborative and other programs to diverse audiences through online, print, and in-person channels.
- Manage creation, designing, distribution, and maintenance of all print and electronic materials, including:
  - Monthly newsletters ( print and electronic) for an external audience of members, partners, and supporters
  - Annual report for donors and other supporters
  - Marketing, development, and solicitation materials, as needed
  - Engage and create consistent and engaging postings/campaigns and conversations on social media outlets, including Facebook, Twitter, LinkedIn, and YouTube, as appropriate directly or through the agency.
  - Develop, Maintain and update the organizational website with event announcements, photos, blogs, videos, news articles, newsletters, press releases, etc.:
  - Press releases, as needed
  - Event announcements, invitations, programs, and signage
- Support in developing collaterals, Ideation and development of individual marketing collaterals (leaflets/brochures/PPT's etc) for all projects covered under various themes, fundraising proposals, publications, and communication materials (cultivation, solicitation, and donor acknowledgment letters)
- Support in conceptualization, coordination and creative supervision of various audio visuals classified under various themes, Designing of the Logo and punch line for the organization, Designing of items covering Letterhead, Visiting cards, Envelopes, annual reports, preparation of Organizational Presentation Templates and other content etc.
- Submit regular reports on communications activities, engagement levels, and progress
- Help other staff members to prepare for workshops, trainings, guest speaker engagements, and other events to ensure that all communications are accurate and consistent
- Work with leadership to identify media opportunities and implement campaigns around key programs and issues, including monitoring media cycles and updating media lists
- Identify collaborative opportunities for increasing visibility and branding of ESF through various relevant networks, forums, workshops events etc.
- Assist in development and enforcement of ESF's branding Guide across all departments and all internal and external communications outlets
- Assist with other projects as needed

**Qualification:**

- Bachelor's degree, preferably in marketing, English/ Journalism, or a related communications field.
- 1 - 2 years of marketing, communications, media or public relations experience.
- Savvy with Microsoft Office (Word, Excel, PowerPoint) as well as online email and website platforms
- Graphic design skills (especially familiarity with InDesign and Photoshop)
- Database experience
- Copy editing and/or professional writing experience a plus

**Attributes:**

- Exceptional oral and written communication skills and strong attention to detail
- Ability to translate complex technical concepts into language easily comprehensible to diverse audiences
- Ability to work independently as part of an entrepreneurial team
- Ability to prioritize among competing goals to execute on tight deadlines
- Articulate, polished, and professional demeanor with strong work ethic, initiative, and confidence
- Flair for networking and building relationships
- Be open to represent the organization
- Public speaking

**To Apply:**

Please send the documents and information listed below to **hr@ektashakti.org**

1. Detailed CV (2-3 pages)
2. Letter of Intent outlining suitability for the position (1-2 pages)
3. One recent photograph
4. Current Salary and Expected Salary
5. Notice period