



JOB TITLE: Communications Officer
SUPERVISOR: Director
JOB CODE: 2022/CO

About HRIDAY

HRIDAY is a not for profit organization that aims to promote sustainable health, particularly among youth, in multiple settings including schools, colleges, workplaces and the community at large. HRIDAY engages in multi-disciplinary research, capacity building and undertakes campaigns linked to the prevention and control of Non-Communicable Diseases (NCDs). HRIDAY addressing NCDs from a health and development perspective, particularly in the context of Goal 3.4 under the Sustainable Development Goals (SDGs).

JOB DESCRIPTION:

The Communications Officer will support HRIDAY's internal and external communications strategy, write and disseminate outreach material/messages, respond to inquiries from the public and media, and coordinate promotion of events. To succeed as a Communications Officer, you should be able to think creatively, and have excellent communication and interpersonal skills.

Responsibilities:

1. Work with the Programmes and Research teams at HRIDAY to develop and implement an effective communications strategy based on the target audience.
2. Write, edit, and distribute content, including publications, press releases, website content, annual reports, social media content and other material that communicates the organization's activities, products and/or services on a day-to-day basis.
3. Manage organization's social media handles/pages on a day-to-day basis, with an aim to maximize outreach and stakeholder engagement.
4. Optimize organizational content for internet search engines.
5. Facilitate media contacts and respond to media inquiries, arrange interviews, and set up media interactions on behalf of the organization.
6. Establish and maintain effective relationships with journalists, and maintain a media database (print, online media platforms, radio and television).
7. Seek opportunities to enhance the social media presence, campaigns planning and outreach and coordinate virtual events as required.
8. Identify target audiences and create strategies to effectively engage them.
9. Maintain records of media coverage and collate analytics and metrics. Produce reports at the end of every month to monitor progress and social media/media footprints of the organization.
10. Develop and strengthen team engagement activities.
11. Develop quarterly organizational newsletter.

Requirements:

1. Bachelor's or Master's degree in communications, journalism, public relations or related field.
2. Minimum of 2-5 years' relevant experience in a communications role, preferably in development sector.

3. Excellent verbal, written, and interpersonal language skills, English and Hindi.
4. Good time management and organizational skills.
5. Proficient in Microsoft Office, content management systems, and social media platforms (including Twitter, Facebook, Instagram and LinkedIn).

HOW TO APPLY

HRIDAY offers highly dynamic and enabling work environment and provides competitive compensation based on experience and background. Interested candidates should submit their CV with a covering note to info@hriday-shan.org mentioning the Job Code in the subject line by **Thursday, January 27, 2022**

Please note that only shortlisted applicants will be contacted for an interview.