

**JOB CODE:** CUTS01ADC

**VACANCY:** Associate Director - Communications

## **JOB PROFILE**

Consumer Unity & Trust Society (CUTS) is currently seeking a Communications Specialist for developing and implementing communication strategies and creative concepts for our projects aimed at marketing our ideas and research across diverse stakeholders, publicising our events and programs and developing and maintaining media relations.

## **RESPONSIBILITIES**

- Develop and execute overall communications strategy and annual communications calendar;
- Develop potential story ideas and communication projects in order to enhance the image of CUTS and its campaigns with donors, media and the general public.
- Manage content generation, design, production and dissemination of IEC materials, newsletters, and other periodic reports for CUTS as a whole, as well as individual projects and campaigns.
- Manage CUTS' online properties including website and blogs.
- Develop a strong Social Media presence for CUTS.
- Supervise brand building and maintain house style on all outreach materials;
- Coordinate communications for events and programs in tandem with Programme team and events team.
- Partner with the leadership team in building CUTS as a knowledge hub for consumer policy related issues with the media and relevant stakeholders
- Partner with the Fundraising team to develop partnerships, donors and sponsors for CUTS' events/campaigns.
- Build and manage all media relationships across print and digital media; publicise CUTS' ideas through marketing of our research and advocacy to the media; support the research and programs team in gaining access to print and digital media for dissemination of publications and other key reports.
- Monitor Media to see relevance to CUTS work and ideas and make connect with writers/media house for op-eds, articles etc.
- Build a high impact group of media supporters and or champions of our cause and work, including editors, columnists, producers and Heads of Media organisations.

## **QUALIFICATIONS AND EXPERIENCE**

- Post-graduate degree or equivalent in Communication, Marketing or Social Sciences;
- 8-10 years professional experience in, strategic communications, publications house, or advertising agency, media relations environment.
- Proven track record in branding, editing, publications management, website management, and use of social media for strategic communications;
- Experience in working in an international environment as well as coordination of rollouts across the country.

## **SKILLS**

- Exceptional spoken and written English
- Excellent writing and editing skills
- Ability to build and actively engage with a large network of diverse stakeholders
- Great verbal communications and presentation skills
- Good network in the media
- Ability to prioritise, plan well in advance and multi-task
- Ability to build relationships with team members and leaders
- Ability to work under tight deadlines and deliver a quality product
- Flexible and adaptable

### ***Domain expertise***

- Experience and knowledge in Communications and Marketing; experience in the development sector will be an advantage.

## **COMPENSATION**

CUTS recognizes that the right candidate will have a significant impact on the success of the organization and is prepared to offer an attractive compensation package for the non-profit sector, commensurate with experience.

## **LOCATION**

The position will be based in CUTS headquarters in Jaipur. Occasional travel around India with potential for international travel to partners and conferences will be expected.

## **TO APPLY**

Qualified candidates should send their resumes to [recruit@cuts.org](mailto:recruit@cuts.org), along with a cover letter highlighting your suitability for the position. Please mention job code in subject line of application. Any application received without the appropriate job code will not be considered. Given the large volumes of applications we receive, we are unable to respond to all applicants and our responses are limited to those who are shortlisted.

## **Consumer Unity & Trust Society (CUTS) International**

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