

Consumer Unity and Trust Society (CUTS) is a leading think-tank working on economic and public policy issues. From its modest beginnings in 1983, CUTS has grown significantly as a local and global research and advocacy group in addressing the challenges to enhance consumer welfare. From a small voluntary consumer non-governmental organisation (NGO) working locally in Rajasthan, a state in North West India, to make consumers aware of their rights and seek resolution of their grievances, CUTS has over time progressed to policy research and network-based advocacy on various public policy issues at state, national, regional and international levels.

Its work spans a multi-pronged agenda targeted to the realisation of CUTS' Vision of 'Consumer sovereignty' and its Mission of 'consumer sovereignty in the framework of social justice, economic equality and environmental balance, within and across borders.'

CUTS work now revolves around three verticals: Rules-based Trade, Effective Regulation and Good Governance. This graduation happened organically because of the demands made on CUTS to work on policy issues, which would enhance consumer welfare, with the realisation that consumers need to be protected upfront and not only ex post.

Please refer link for more information <https://cuts-international.org/>

JOB CODE: CUTS48DIR

JOB PROFILE

We are seeking a highly diligent, confident candidate with substantial management experience for the role of Communications & Outreach Director. The incumbent will be accountable for public perception of the organisation.

Managing this perception involves developing marketing and communication strategies, understanding the importance of timing and setting, responding to crises and setbacks, overseeing a team of diverse communications roles and ensuring that information released is consistent with the strategy at large. He/She will also be the face of the organisation at media events.

RESPONSIBILITIES

Communications and Outreach Strategy, Vision and Leadership

- Develop and implement an integrated, organisation-wide strategic communications plan to broaden awareness of the nonprofit sector and strengthen CUTS identity across key stakeholder audiences.
- Responsible for a wide variety of simple to complex communications and outreach functions to support the projects and programmes of the organisation and enhance the organisation's public outreach and community engagement activities.
- Knowledge and deep understanding of webinar technology. Plan, manage, coordinate and execute all webinars programs & initiatives.

- Create a brand/marketing/public relations strategy that will allow CUTS leadership to cultivate and enhance meaningful relationships with targeted, high level external audiences, including the media, public officials and key influencers.
- Identify challenges and emerging issues faced by the sector and organisation. Work with the Senior Management team to recognise internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Knowledge of using communication tools for internal and external communications and outreach.

Communications and Outreach Operations:

- Oversee, or execute as needed, all copy intended for public consumption to ensure its alignment with the strategic communications plan. Oversee, or execute as needed, the development of all print and branded materials.
- Oversee, or execute as needed, the development of electronic communications, including CUTS website, electronic newsletter and other electronic communications.
- Curate content and increase audience engagement on CUTS social media channels.
- Exercise judgment to prioritise media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
- Serve as lead point person on media interactions that help promote and/or impact the organisation and actively cultivate and manage press relationships to ensure coverage of issues of strategic importance to the sector, as well as CUTS programmes, special events, public announcements, and other projects.
- Manage relationships with any communications related vendors or consultants.

Team Management

- Recruit and manage a communications and outreach team, relying to support the development and execution of the communications and outreach strategy.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.

PERSONAL ATTRIBUTES

- **Communicate Effectively:** Exceptional written, verbal and editing skills.
- **Creativity/Innovation:** Develop new and unique ways to improve operations of the organisation and to create new opportunities. Ability to build and actively engage with a large network of diverse stakeholders
- **Planning & Organising:** Able to multitask, prioritise, and manage time efficiently. Develop and implement an integrated, organisation wide strategic communications plan to broaden awareness and strengthen CUTS identity across key stakeholders;
- **Relationship Management:** Anticipate, understand, and respond to the needs of internal/external clients/relevant stakeholders to meet or exceed their expectations within the organisational parameter;
- **Make Decisions:** Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organisation;

- **Cultural Understanding:** International mind set, understands different perspectives and is able to work comfortably in multi-cultural environment;
- **Accountability:** Self-starter with a strong sense of initiative and focused on results; ability to manage multiple projects within ambiguous and undefined parameters.

QUALIFICATIONS AND EXPERIENCE

- Post-graduate degree or equivalent in communications marketing, journalism, public relations or related field is required;
- 10-12 years of professional experience as a full-time communications, marketing, or public relations professional with demonstrated success and supervisory experience.
- Experience of working in the development sector will be an advantage.
- Familiarity with email marketing systems and content management systems is desirable.
- Extensive list of media contacts will be an added advantage

COMPENSATION

CUTS recognises that the right candidate will have a significant impact on the success of the organisation 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 conferences will be expected.

TO APPLY

Qualified candidates should send their resumes to careers@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. If you do not hear from our end within 15 days after the submission of the application, please consider that you have not been shortlisted.

CUTS is an equal opportunity employer and considers all applicants on merit without regard to race, national origin, religious beliefs, gender, marital status or physical disability. Women candidates are encouraged to apply.

Correspondence Address

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