

Position

Digital Communications Manager, Centre for Policy Research (CPR)

Introduction

The Digital Communications Manager will work closely with the Director of Communications to implement the communications strategy for CPR. The person hired as the Digital Communications Manager is expected to be the gatekeeper of the website, mailers, as well as all other digital media channels, and is expected to be technically proficient and experienced on this front.

The candidate is also expected to oversee and supervise the Central Communications Officer as well as the Junior Designer at CPR. He/she will also be responsible for partially line managing the Consultant Communications Associate – a new hire working both for the CPR central communications team as well as communications project on exploring the impact of technology on society.

Given this is a central role, the candidate will be expected to work across the organisation and is therefore expected to be cordial, forthcoming, tactful with good people skills and ability to manage his/her own time and work efficiently.

The Digital Communications Manager will report to the Director of Communications, and is expected to report to the CPR office in Chanakyapuri from 10:00 a.m. to 6:00 p.m., Monday to Friday.

While it can evolve over time, given the candidate's initiative, the following points summarise the hire's key responsibilities, and while these are comprehensive, they are not necessarily exhaustive.

Key responsibilities:

- Manage the CPR website and all website related content, including research, spotlights, events, people, and projects; including managing the communications officer tasked with daily CMS;
- Liaise with and manage the website development vendor;
- Manage all digital media channels associated of, including Facebook, Twitter, MailChimp, YouTube, SoundCloud, SlideShare.
- Oversee management and execution for the digital presence of the project on technology and its impact on society, accessible here metamorphoses.in, including managing the communications associate specifically for this;
- In general, supervise the Central Communications Officer, the Communications Associate (partially), as well as the Junior Designer;
- Oversee the Annual Report process, including data collection, collation, and printing;
- Provide technical support across the organisation as necessary;
- Provide strategic communications support to the Director of Communications for the full organisation;
- Provide content support if necessary;
- Any other communications requirements that may evolve in line with skills of the person over time.

Skills:

- Proficiency in website Content Management Systems (CMS) – specifically with Drupal.
- Knowledge of working with MailChimp, including managing lists, groups, segments, designing and scheduling mailers.

- Running knowledge of social media networks, including best practices, and the ability to learn as the channels evolve.
- Proficiency in English and a strong grasp on content writing.
- Basic image editing skills, including working with Adobe Photoshop and Lightroom.
- The ability to work across a large organisation, and manage time efficiently.
- Basic knowledge of HTML and CSS, including manipulating tables, customising the look and feel of website and mailchimp templates (strictly HTML based).
- A broad technical vocabulary, and the ability to learn on the job.

Additional Desirable Skills:

- Basic audio/video editing skills, including working with Adobe Premiere and Audacity.
- Basic knowledge of Adobe Illustrator and InDesign.

Qualifications

- 3-5 years of work experience.
- A bachelor's degree in a relevant field. Master's preferable.

Application Instructions

- Please submit your application, complete with a CV, Cover Letter and a writing sample to Richa Bansal (Director of Communications) at richa@cprindia.org. Applications without a Cover Letter or a Writing Sample will not be considered.
- In the subject line please indicate the position you are applying for as: 'Digital Communications Manager'
- Last date for submission of application: 8 June 2018
- Only short-listed candidates will be contacted for interviews.

Remuneration

Salary commensurate to experience.

About Centre for Policy Research:

The Centre for Policy Research (CPR) has been one of India's leading public policy think tanks since 1973. The Centre is a non-profit, independent institution dedicated to conducting research that contributes to a more robust public discourse about the structures and processes that shape life in India.

CPR's community of distinguished academics and practitioners represents views from many disciplines and across the political spectrum. Senior faculty collaborate with more than 50 young professionals and academics at CPR and with partners around the globe to investigate topics critical to India's future. CPR engages around five broad themes: economic policy; environmental law and governance; international relations and security; law, regulation, and the state; and urbanisation.

About the Central Communications Team

CPR's Central Communications Team liaises with and supports faculty and researchers across the organisation to communicate their research effectively to a wide range of audiences, using a mix of communications channels. It provides strategic communications support and helps to disseminate research related outputs to a multi-tiered audience via different platforms, including the website, social media channels, and through in-house content production.