

Head of Communications, CPR

As a key member of the Centre for Policy Research team, reporting into the President and CEO of CPR, this is an exciting opportunity for a highly experienced communications executive to define and deliver the communications strategy for the leading think tank in the country.

As Head of Communications, the candidate would be responsible for defining and delivering an overarching communications vision and roadmap for CPR, and implementing a strategic external and internal communications plan, as well as defining the brand vision and strategy.

Key responsibilities:

- Responsible for CPR's communications for key stakeholders -internal and external; to this end, plan and deliver a comprehensive communications and events strategy for CPR as the leading policy think tank in the country
- Building the overall brand vision and narrative for CPR and taking on the role of brand custodian
- Collaborate across the various initiatives, departments and leading faculty in CPR, and work with different divisional heads and comms teams to synergize messaging between individual teams and central communications
- Build strong media relationships at a national and international level for consistent and high visibility through the year, and drive proactive narratives. Projecting CPR at the forefront of important policy discussions
- Oversee the digital and social media strategy for CPR and manage the platforms, adopting creative content strategy, strong engagement and outreach through the various channels- including the website, social media, mailers
- Plan and deliver an events strategy and roadmap for CPR - including brand events, and lead events by division
- Identify opportunities and build the right profile of partnerships and associations for the institution
- Oversee building and maintaining robust and up to date mailing lists and contacts for the institute and for the initiatives
- Responsible for executive and leadership communications as well as coordinating briefing documents, annual reports and material for fundraising as required

Key qualifications:

- Masters degree with a minimum 15 years of communications experience (across media relations, event management, employee comms, experience in digital strategy) in a leadership role
- Strong oral and written communication skills as well as proficiency in language - with the ability to shape narratives Experience in leading and working with teams
- High level of interpersonal skills and ability to work with multiple stakeholders
- Experience in crisis communications and issues management would be an advantage

Salary

Commensurate with experience

Interested candidates to send their CV and a short covering note to president.cpr@cprindia.org.

The email subject should state: **Application for Head of Communications, CPR.**