



Job Title: Communications Associate

Employer: Centre for Policy Research

Location: Delhi

Assignment type: Full time

Salary: Commensurate with qualifications and experience

About Centre for Policy Research

Centre for Policy Research (CPR) is India's leading public policy think tank. CPR is a non-profit, non-partisan independent institution dedicated to research that contributes to the production of high-quality scholarship, better policies, and a more robust public discourse about the structures and processes that shape life in India.

About the Role

CPR is seeking an Associate to join the central communications team. As Communications Associate, the candidate would support the implementation of a strategic external and internal communications plan, and the brand vision and strategy. The successful candidate will be an excellent writer, possess an ability to engage with diverse content, and be interested in public policy issues in India. The role is hands-on and the candidate will work with multiple people across CPR on several new initiatives.

Key Responsibilities

- Create content for and manage all CPR social media channels.
- Draft the CPR newsletter: manage all content, design execution and promotions.
- Manage CPR's podcast: execute recording, create calendar of upcoming episodes and create promotion plans.
- Draft blogs, press releases, announcements and other communication collaterals.
- Manage all internal communication initiatives including newsletters and events.
- Build and maintain robust and up to date mailing lists and contacts for the institute and manage all external mailers.
- Manage website CMS. Liaise with website agency and support website design and updation process (technical and content-level).
- Provide strategic inputs for website based on analytics.
- Support execution and branding for events including webinars.
- Any other communications requirements that may evolve in line with institutional requirements and skills of the candidate over time.

Background and Qualifications

Education

- Bachelor's degree in a relevant field.

Work Experience

- 1-2 years of work experience.

Key Competencies

Creative skills:

- Excellent communication skills and an ability to engage with diverse and complex content.
- The ability to drive storytelling about CPR and its outputs.
- An interest in new media platforms.
- Interest in Indian public policy.
- High level of interpersonal skills and ability to work with multiple stakeholders amicably is essential.

Technical skills:

- Knowledge of website CMS platforms, email marketing platforms, Google analytics is desirable.
- Knowledge of social media platforms is essential.

Application Instructions

- **Deadline:** Applications are being accepted and reviewed until the position is filled.
- To apply, please submit a resume and writing sample in a single pdf.
- Please direct applications to communication@cprindia.org with the title "*Communications Associate*" in the subject line.