



CMCA is an equal opportunity employer and is committed to creating an equitable, inclusive, and diverse work environment.

JOB DESCRIPTION

Position Title:	Associate Branding & Communication
Function :	Branding & Communication
Level:	Associate
Position Reports to:	Lead_ Branding & Communication
Supervises	NA
Location:	Bangalore

Purpose: The Associate Branding and Communication supports in ensuring that the communication needs of the organization are met. This position is responsible for developing communications collaterals and other materials as part of the regular deliverables of the domain. Specifically, the role would be required to generate newsletters for various stakeholders, manage social media and website updates, maintain communication lists by stakeholder and ensure correct and timely dissemination.

Key Responsibility Areas (KRA)

KRA	Description	Performance Indicators
Communication content across media	<ul style="list-style-type: none"> Support in the development of content and collaterals or/and work with other consultants to develop the same (social media posts, mailers, posters, brochures, leaflets, publications, videos etc.) Develop newsletters targeted at various external stakeholders on a regular agreed frequencies Work closely with Graphic Designers to develop designs & collaterals for various communication needs Ensure all Communication content and collateral align with CMCA's brand identity and message Maintain an archive of all Communication collaterals 	<ul style="list-style-type: none"> Quality of communication materials Brand compliance Timeliness
Monitor and maintain the CMCA website and all social media platforms	<ul style="list-style-type: none"> Initiate pro-active, regular and high-quality publication of a range of information, stories and major events, to include the use of film and other written and visual media on social media channels Support in updating website content is updated regularly and the information is kept current Analyze channel reach and engagement and provide recommendations Identify ways to better leverage these channels 	<ul style="list-style-type: none"> Reach and engagement metrics Quality of posts Creativity and innovation Timeliness and regularity of content updation/ posting



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<p>Ensure organization communications reaches appropriate audiences</p>	<ul style="list-style-type: none"> • Create, update and maintain a database of various mailing lists as appropriate • Disseminate public relations materials that increase our visibility among stakeholders through newspapers, magazines, online portals etc. • Disseminate official publications and printed material (annual report, newsletter, cards, etc.) to relevant stakeholders 	<ul style="list-style-type: none"> • Timely dissemination • Quality of stakeholder database
<p>Capacity Development</p>	<ul style="list-style-type: none"> • Keep upto date wrt trends and emerging practices in the field of communications and branding • Attend organization training programs • Seek feedback and identify opportunities and avenues to enhance own capability • Support in enhancing the capacity of CMCA colleagues in the area of branding and communications 	<ul style="list-style-type: none"> • Quality of ideas/ suggestions • Training programs attended • Independent efforts made to enhance own capability
<p>Contribute to Organisation Initiatives (<i>Stretch</i>)</p>	<ul style="list-style-type: none"> • Support resource mobilisation efforts • Support organisation initiatives and contribute in management and operational areas as needed (eg. participation in recruitment/ induction, participation in events, team building etc) 	<ul style="list-style-type: none"> • Contribution levels • Sustained effort

Person Profile:

<p>Education Background</p>	<p>Min Bachelors Degree in Communications or related field Masters degree in the same field is preferred</p>
<p>Years of experience</p>	<p>Upto 2 years of relevant experience</p>
<p>Industry Exposure:</p>	<p>Some practical exposure to the field of media and communications is essential</p> <p>Some experience in the social sector would be advantageous</p>



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<ul style="list-style-type: none">• Type of Experience/ Skill/ Knowledge :	<ul style="list-style-type: none">• Knowledge of managing social media• Ability to create quality written content across formats and media• Strong in creative thinking, visualization and design sensibility and ability• Ability to understand and translate stakeholder needs into communication deliverables• Conversational ability in any Indian language (especially Kannada, Tamil, Hindi) preferred
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Send your CV to workwithus@cmcainida.org