

## Vacancy announcement for the position of Communications Specialist Associate

ISDM

**Location:** Noida

**Reports to:** Director, Marketing & Communications

**Position:** Communications Specialist Associate

### About ISDM

Established in 2016, the Indian School of Development Management is an institution founded to create, strengthen, and establish Development Management, a unique domain that transcends the exclusive silos of 'development perspectives' and 'management principles'. ISDM aims to help professionalise the leading and managing of Social Purpose Organisations (SPOs), which in turn will be a force multiplier for the development sector, enabling it to have sustainable impact at scale, for a just, equitable, and humane society. Having completed a successful proof-of-concept stage, we are now ready to consolidate and rapidly expand.

### Job Description

The Marketing & Communications team is responsible for raising the profile of Development Management & the brand of ISDM, giving a voice and platform to the brilliant yet unheard work that is happening within ISDM and making it heard and understood across all stakeholder groups, thus raising the visibility and profile of ISDM. We do this by working with the teams within ISDM to understand and determine what needs to be communicated, and then using the appropriate physical, digital, and social media platforms to communicate the message consistently and effectively.

We are looking for dynamic young individuals who are excited about creating something new and eager to be part of the journey of building a first-of-its-kind institution in India. They must be passionate about the development sector and keen to contribute to it. They must be visual storytellers, adept at both digital and physical forms of storytelling using various mediums.

### Key Responsibilities

This role will involve closely working with the various teams across ISDM – Digital, Curriculum, Faculty, Admissions, Placements, CE, Research, Dissemination, Centres of Excellence, and Fundraising – to understand their communication and outreach requirements, their stakeholder groups and target audiences; devise communication & engagement strategies; develop communication and engagement collaterals that address the requirements – across digital & physical channels; track the impact of these collaterals and optimize accordingly. They will be the communications specialist for all ISDM's internal & external stakeholders. In addition, their key responsibilities will be to:

- Work with all the teams to understand and map out their communication needs
- Create and manage an annual road map and calendar of communication needs & collaterals
- Construct effective, well designed, high impact communication collaterals, using existing material or creating new material, across both physical and digital channels

- Create a range of collaterals from annual reports, PowerPoints, brochures, (e-)flyers, invites, e-mailers, website creatives, website banners, social media creatives, creatives for webinars, digital ads & banners
- Track, monitor, and help improve the performance of all communication collaterals
- Coordinate with vendors on other tactical communication requirements and manage vendor relations

### **Educational Qualifications and Experience required**

- 2+ years' experience in marketing and communications, digital and social media
- Excellent written communication and copy writing skills – long form communication abilities will be a bonus
- A brilliant design sensibility
- An ability to tell a concise yet visually engaging story using aesthetics, design, and communication skills
- An exceptional attention to detail
- A working knowledge of key social media platforms
- An advanced user of PowerPoint or other presentation software
- Knowledge or and experience in using design software, such as Procreate, Photoshop, Illustrator, Graphics Suite
- Experience with creating high quality, short-form audio-visual content
- Keenness to work in a start-up environment
- Proven experience of working in complex projects involving multiple stakeholders, partners etc
- Demonstrated ability to take ownership, have accountability and work in a collaborative, closely-knit, multi-disciplinary team
- Strong problem-solving skills

Please send in your applications to [people@isdms.org.in](mailto:people@isdms.org.in). Remuneration shall be commensurate with experience and qualifications.

*ISDM is an equal opportunity organisation with a particular emphasis on affirmative action. The culture of the organisation is one of professionalism while also one that greatly values relationships.*