



Position: Assistant Manager /Deputy Manager – Communication and Digital Marketing
Location: New Delhi (full-time)

About the job

As a Manager of Communication, you will be responsible for developing and executing strategic communication initiatives to enhance the organization's internal and external communication efforts. Your primary focus will be to ensure consistent and effective messaging that aligns with the company's goals and values. This role involves collaborating with cross-functional teams to create cohesive communication plans.

Social Media

- Work with the graphic designer/social media team on regular posts on social media as per the social media calendar created at the start of the year. Give inputs on the creatives and write the content for social media posts.
- Suggest social media posts to the graph designer/social media team based on activities happening at CanSupport across all programs.
- Think of ideas and content for sponsored posts on social media to generate funds.
- Coordinate with external guests to invite them for FB/Insta live sessions to mark various important dates related to cancer/palliative care.
- Knowledge of social media analytics desirable

Monthly and Quarterly Communication

- Working knowledge of Canva, MS Word and PowerPoint.
- Based on all the activities in a quarter, create the quarterly newsletter for external stakeholders. Give inputs on the design element and create the content
- Collect information and photographs from all program teams and put it all together as a monthly communication document
- Coordinate for printing and for updating on the website.

Website updates

- Responsible for content/information for the website. Create innovative content. Knowledge of SEO and website analytics desirable.
- Story telling
- Candidate should have ability to create compelling stories/case studies for external reporting and for website

Annual Report

- Collect information from various teams and write the content for the annual report. Work closely with the CEO in fine tuning the content and the designer on the design element to bring out the final copy of the report.

Webinars/Seminars/Events

- Coordinate with external guests and create content
- Send thank you letters/emails to external guests post the event.
- Write a report

Miscellaneous

- Write emails, WhatsApp messages or design PPTs depending on requests received.
- Appeal for Individual Pledge raising
- Proposal writing for Partnerships for the event
- Create Press release of the Events (Pre and Post press release) for media and Website

Qualifications

- Bachelor's or Master's degree with an overall experience of 3+ years in a related field.
- Strong written and verbal communication skills.
- Strategic thinking and planning abilities.
- Familiarity with digital communication tools and technologies.

Salary: 4-6 LPA (commensurate with experience)