

**Position: COORDINATOR - COMMUNICATIONS**

**Program Name:** Central Operations

**Location:**Central

**About SNEHA:**

**Job Purpose**

The Communications Coordinator will support the Communications Manager to help ideate and implement the communications strategy for SNEHA and to advance the organization's goals

**Place:** Santacruz

**Key Tasks**

**Social Media Management:**

- Create engaging content, including text, image, and video content, tailored for various platforms.
- Monitor social media trends, respond to audience comments, and actively participate in relevant conversations.
- Coordinate with programme teams and SNEHA design consultant to create social media posts on national and international landmark days and any other days, as required

- Assist in implementing SNEHA's communication tasks and support SNEHA's communications team members

**Website:**

- Website updates and SEO mapping in coordination with the website & SEO vendor

**Content Creation & Data bank:**

- Coordination for data collection and collation for the production of the Annual Report and newsletters
- Monthly surveillance of media and gathering news related to SNEHA
- Coordinate with programme teams to maintain a case stories, podcasts and photographs and videos bank that may be used for SNEHA's fundraising or social media campaigns and create an on-going data bank of stories, photos and videos, including podcasts of our work and stakeholder testimonials;
- Collaborate with internal programme teams to gather information on various respective projects for effective storytelling.
- Support and collate information for Awards Applications

**Branding:**

- Support to programme teams to fine tune presentations, documents, reports, case studies as per SNEHA's branding guidelines and guidelines and build capacity of Documentation Officers for the same
- Keep updating a data base on communication stakeholders i.e media contacts, photographers, film producers, website designers etc so that we can obtain services efficiently

- Any other work as required by Manager- Communications

**Management Responsibility**

**SNEHA (Society for Nutrition Education and Health Action)**

Behind Bldg. No. 11, BMC Colony, Shastri Nagar,  
Santa Cruz (W), Mumbai - 400 054, Maharashtra, IN.  
Web: [www.snehamumbai.org](http://www.snehamumbai.org)

- Ensure SNEHA’s case stories and supporting visuals (photographs, videos etc) are in keeping with SNEHA’s branding guidelines
- Ensure SNEHA’s communication material such as images and videos, independently or in coordination with program teams, are updated regularly
- Ensure regular, planned social media campaigns based on SNEHA’s programs, events, updates and on international and national landmark days
- Coordination with website vendor to ensure timely updates such as news articles, People page, Resources, etc.
- Consolidate social media and website analytics and plan campaigns based on these

#### **Personal Attributes**

- Ability to work in a team and create equal opportunities for all.
- Effective communication and inter-personal skills; strong relationship-building and networking skills; Strong sense of empathy, and negotiation and persuasion skills.

#### **Desirable Skills for This Role**

- Achievement and growth mind set with an eagerness to take initiative
- Enjoys communication in all forms – written, oral and online
- Sound values and work ethics
- Believes in teamwork and collaboration

#### **Qualification and Experience**

- A Post Graduate Degree in Mass Media or Mass Communications
- 3+ years of relevant work experience, with added experience in the social sector preferred
- Master's degree in Communications, Marketing, Public Relations, or related field.
- Proven experience in social media management, preferably in the non-profit sector.
- Strong written and verbal communication skills with an ability to tailor messages for diverse audiences.
- Familiarity with health and nutrition topics is a plus.
- Proficiency in using social media analytics tools.
- Excellent organisational and multitasking abilities.
- Good command over spoken and written English and Hindi, and Marathi (preferred)
- Basic knowledge of photography and videos (shooting and editing)
- Working knowledge of Canva, Photoshop and In Design preferred

Applications to be sent via email to [nikita.parab@snehamumbai.org](mailto:nikita.parab@snehamumbai.org) with Subject line: **||Coordinator-Communications ||Central Operations || Santacruz .**