

ABOUT SNEHA

SNEHA (Society for Nutrition, Education and Health Action) is a Mumbai-based non-profit organization dedicated to improving the health, nutrition, and safety of women and children living in vulnerable urban informal settlements. Our mission is to empower urban women and children through integrated health and nutrition programs, education, and advocacy. We work through a dual approach—engaging both care seekers and care providers. At the community level, we empower women and families to become agents of change, while simultaneously collaborating with public health and safety systems to drive sustainable improvements in urban health outcomes.

SNEHA's key programs include:

- Maternal and Child Health
- Empowerment, Health and Sexuality of Adolescent
- Prevention of Violence against Women and Children
- Public System Partnership
- SNEHA Shakti
- Palliative Care
- Livelihood Generation

Between 2016 and 2025, SNEHA directly reached over 620,555 women, children, and healthcare workers, and indirectly impacted a population of over 3.63 million across seven municipal corporations and three municipal councils in the Mumbai Metropolitan Region (MMR). Today, SNEHA is a 500+ member organization with deep grassroots presence and a strong track record of reducing maternal and neonatal mortality, child malnutrition, adolescent anemia, and gender-based violence—key determinants of health equity for families and communities.

ABOUT THE DOMAIN:

The Communications Team at SNEHA brings the organization's work to life through stories, visuals, and thoughtful engagement. We translate complex public health and social issues into clear, human narratives that build understanding, trust, and support. From community voices to donor outreach, we ensure SNEHA's values of care, dignity and impact are reflected across all platforms. Our work strengthens visibility, deepens relationships, and amplifies the voices of women and children we serve.

"WHAT'S IN IT FOR ME" (WIIFM) - AT SNEHA

At SNEHA, our fundamental belief is that prioritizing people is key, demonstrating our strong dedication to nurturing a supportive and growth-driven atmosphere. We uphold an open-door policy that champions transparency and open dialogue. We actively invite employees to voice their ideas, feedback, and concerns, fostering a culture where innovation and teamwork can flourish.

If you value excellence and are passionate about nurturing individuals, SNEHA is the perfect place for you!!

For detailed Information visit our website: www.snehamumbai.org and follow us on:

SNEHA - SOCIAL MEDIA HANDLES	
	@snehamumbai official
	https://www.facebook.com/SnehaMumbai
	@SNEHAMumbai
	https://www.linkedin.com/company/544355/
	@snehamumbai

PROFILE SNAPSHOT

Designation: Communications Coordinator

- Role:** The role is responsible for strengthening SNEHA's public presence, storytelling, and digital engagement by managing social media, website content, reporting, branding, and communication operations. The position ensures that SNEHA's work across health, youth, violence prevention, and palliative care is accurately represented, ethically communicated, and strategically amplified.
- Educational Requirement:** Post Graduate in Media or related
- Experience:** Minimum 3 years of experience
- Location:** Santacruz
- Reports to:** Communications Manager
- Apply:** Applications are to be sent via email to diksha.bisht@snehamumbai.org with the Subject line: **“Communications Coordinator”**

DUTIES & RESPONSIBILITIES:

Social Media Management

- Plan and schedule monthly social media posts across Instagram, LinkedIn, Facebook, X, and YouTube
- Create platform-specific engaging content (text, images, videos)
- Monitor trends, respond to comments, and engage audiences
- Coordinate with programme teams and design consultants for special day posts
- Support communications team in broader tasks

Website & Digital Media

- Manage monthly website activities: blogs, SEO, updates, donor logos, event calendar
- Liaise with website and SEO vendors for timely maintenance

Reporting

- Prepare monthly analytics reports for communications, social media, and website
- Draft quarterly and half-yearly reports
- Coordinate and proof the Annual Report, including photography

Content Creation & Data Bank

- Collect data for Annual Report, newsletters, and awards
- Conduct monthly media surveillance for relevant news
- Maintain multimedia content bank (photos, videos, podcasts) for storytelling and campaigns
- Collaborate with programme teams to gather project info

Conferences, Speaking & Podcasts

- Identify and coordinate speaking engagements, podcasts, and influencer interviews for senior management

Branding & Stakeholder Coordination

- Assist programme teams in aligning materials with SNEHA branding
- Build capacity of Documentation Officers on branding
- Maintain updated database of media and vendor contacts

Management Responsibilities

- Ensure case stories and visuals follow branding guidelines
- Oversee updates of communication materials with programme teams
- Plan and run social media campaigns linked to programs and events
- Consolidate analytics for campaign planning
- Coordinate vendor support for website updates

Operations & Other Responsibilities

- Manage communication operations including email coordination, vendor management, PR/media activities, and intern mentoring
- Participate in organizational and research meetings

Central / Key Programme Events

- Manage events logistics: branding materials, vendor hiring, documentation, payments, and media coverage

BEHAVIOURAL COMPETENCIES

- Collaborates effectively with teams, vendors, and interns
- Builds inclusive relationships and mentors staff
- Communicates clearly, empathetically, and adapts to audiences
- Plans and manages multiple tasks with attention to detail
- Tracks and analyzes data; prepares clear reports
- Coordinates vendors and manages stakeholder relationships

Critical Traits

- Demonstrates empathy and ethical storytelling
- Shows initiative, ownership, and openness to learning
- Creates purposeful, creative, and mission-focused content
- Adapts to fast-paced environments and shifting priorities
- Maintains accountability and high standards

“Come and be a catalyst for innovation and positive change—apply today to shape the future with us!”