



Communications Manager

Position Title:	Communications Manager
Contract Type	Full-time employment
Reports to	Director, Programs and Partnerships
Working Relationships:	<p><u>Internal:</u> Content and Training team, MME team, Programs and Partnerships team, and Regional teams. More broadly, this role is expected to engage with PI's Digital and Youth Skilling, along with any conversations with Senior Leadership/management.</p> <p><u>External:</u> Governments, NGO partners, donors</p>
Duty station:	Delhi/Mumbai (other locations can be discussed depending on the requirements) with frequent travel to other operational countries
Work format	Hybrid
Starting date:	July 2025

Position Overview:

The Communications Manager is a strategic role responsible for developing, implementing, and managing communication strategies that enhance Pratham International's visibility, promote its programs, and strengthen its brand identity. The Communications Manager works closely with internal teams and external partners, including media, NGOs, and vendors, to ensure effective storytelling, brand alignment, and audience engagement across multiple platforms. This role involves overseeing a range of communication activities, from content creation and brand management to media relations and analytics, while ensuring a unified and consistent institutional voice.

Key Responsibilities:

1. Communications Strategy Development and Execution

- Lead the creation of comprehensive and impactful communications strategies and annual plans for Pratham International.
- Ensure alignment across communication plans for different verticals within PI (E.g., Digital, Education, Youth Skilling) on organizational objectives and mission
- Manage and maintain an editorial calendar to achieve strategic goals, monitoring and adjusting as needed for diverse target audiences.
- Collaborate with program teams and senior management to integrate storytelling and data into external/donor communications.

2. Content Creation and Oversight

- Oversee the development of high-quality content, including articles, reports, press releases, and multimedia, that highlights Pratham International's work.
- Lead the conceptualization, scripting, filming, and editing of video content and other audiovisual materials.
- Create or supervise the creation of visual assets, including infographics, social media graphics, and marketing collateral.
- Ensure all content aligns with organizational branding, messaging, and design standards.

3. Brand Management

- Develop and enforce Pratham International's brand guidelines across all communication outputs.
- Conduct internal training to ensure staff adherence to brand standards and institutional voice.
- Develop boilerplate language, talking points, and key messages for use across the organization.

4. Digital Engagement and Analytics

- Manage and grow Pratham International's digital presence, including websites, social media platforms, and email campaigns.
- Monitor and analyze the performance of communication initiatives using digital tools to optimize strategies.
- Use audience insights to refine digital engagement and messaging efforts.

5. Media Relations and Monitoring

- Build and maintain relationships with media outlets, journalists, and influencers RELEVANT FOR Pratham International's work across the globe. Additional focus on building relationships in areas of interest, including in Latin America and the Middle East and North Africa.

- Serve as the primary point of contact for media requests and external communication opportunities.
- Monitor media coverage and public sentiment, developing responses to ensure alignment with the organization's mission.

6. Team and Vendor Management

- Supervise communication staff and consultants, ensuring efficient workflows and deliverables.
- Manage relationships with external vendors, including designers, photographers, and digital marketing agencies.
- Ensure timely and high-quality delivery of communication projects.

7. Organizational and Stakeholder Support

- Support program teams and senior leadership with tailored communication materials for events, presentations, and donor engagement.
- Assist in managing crises, ensuring clear and effective messaging during critical moments.

Qualifications and Experience:

Education

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or a related field.
- A Master's degree is an asset.

Experience

- At least 5 years of professional experience in communications, media relations, or marketing.
- Proven experience managing communication strategies in a multinational organization, NGO, or similar environment.
- Demonstrated success in storytelling, content creation, and brand management.

Skills and Competencies

- **Strategic Thinking:** Ability to develop and execute comprehensive communication plans.
- **Writing and Editing:** Exceptional writing, editing, and proofreading skills for diverse audiences.
- **Digital Savvy:** Proficiency with social media platforms, analytics tools, and content management systems.
- **Visual Design:** Familiarity with graphic design software (e.g., Adobe Creative Suite) and video production tools.
- **Interpersonal Skills:** Ability to collaborate effectively across teams and engage external stakeholders.
- **Problem-solving:** Strong analytical and decision-making skills, especially under pressure.

Technology Proficiency

- Proficiency in Microsoft Office Suite (Word, PowerPoint, Excel) and collaboration tools.
- Experience with digital marketing tools (e.g., Google Analytics, Mailchimp, Hootsuite) is highly desirable.
- Proficiency with WordPress and related website management tools.

Language Requirements:

Fluency in English. Knowledge of additional languages (Arabic, French, Spanish, or Portuguese), if applicable, is an asset.

Working Conditions:

Existing relevant permissions to work in a given geography are preferred.

May include travel to project sites and field visits to capture on-ground activities, interactions with local communities, and partnerships with various stakeholders in contexts overseas.

To Apply

Please email your CV and cover letter to education@prathaminternational.org with the subject title 'Communications Manager' by 1 July 2025. Shortlisted Candidates will be contacted for the next steps.

Pratham is an equal opportunity employer and encourages people from diverse backgrounds to apply for positions within our organization.