SENIOR MANAGER - COMMUNICATIONS

The Akanksha Foundation is a non-profit organization with the mission “to build one of the most innovative school networks that empowers children from low income communities to maximise their potential.” Akanksha currently serves 10,000 children and 4000 alumni, through its 27 schools in Pune, Mumbai and Nagpur in partnership with the municipalities.

Position Summary:
As the Senior Manager - Communications, you will be responsible for designing and executing Akanksha’s Communications strategy which will include new promotion and marketing campaigns to create awareness about Akanksha and its School Project. You will also engage with, and support other teams at Akanksha to help them in executing their respective roles through external and internal communications.

Reports to: Chief of Development and Communications

Overview of the Team:
The Communications team at Akanksha works with external stakeholders for PR events and partners with internal teams to create the overall brand and Communications strategies for the organization. The team manages content development for its reports and manages social media updates. The team is also responsible for creating content and videos that are made for promotions for all organization requirements that include PR, talent recruitment, donor communication and internal meetings, retreats and training programs.

Responsibilities
Senior Manager Digital Communications will report directly to the Chief of Development and Communications and will be responsible for a portfolio of key platforms and stakeholders, contributing to significant brand awareness for the organization. Their goals will be to curate and publish innovative formats of content that builds effective partnerships and advocacy. They will also build a world-class team and strengthen operations to scale. Specific responsibilities include:

1. **Strengthen the Digital Communications that is relevant in the regions that Akanksha operates - Mumbai, Pune, Nagpur**
   - Set strategic goals to increase brand visibility on social media, that is regionally relevant
   - This responsibility will include, but will not be limited to - creating and curating innovative content from School Leaders, Teachers, Students, Counsellors, Parents and all stakeholders connected to the school, Alumni and Donors, building a video-first platform, planning and driving campaigns that increase brand awareness for goals listed below
   - Analytics Reporting and goal setting for each stakeholder and platform
   - Co-brand campaigns with external partners
   - Build a roster of influencers, celebrities, creatives to advocate for the brand

2. **Build a high-performing, motivated team**
   - Develop and oversee the team (engagement) vision, goals, strategy, and annual operations plan
● Team Management: Hire, train, lead and grow a team of 2-3 full-time individuals based in Mumbai/Pune. Execute a best-in-class learning loop by sharing best practices, synthesizing learnings from the platform and stakeholder portfolio, and provide regional support.
● Sustain a culture of trust, learning, collaboration, and support through periodic conversations, reflections, and check-ins, weekly trackers and team meetings.

3. Generate innovative content for new platforms
   ● Find digital real estate on a variety of new platforms, including but not limited to Podcasts, Quora, Wikipedia.
   ● Producing and publishing PR and video content

4. Ensure the brand website is up-to-date
   ● Content and Design, Regular Updates, Maintenance
   ● Analytics and SEO to drive traffic to the website

5. Compilation of the organisation’s Annual Report
   ● Content and design and Compilation of information from various departments

6. Build strategic and effective online partnerships
   ● Develop campaigns and strategies to amplify our schools and alumni programs.
   ● Fundraise online by building effective partnerships and online campaigns
   ● Serve as the primary relationship manager for long-term and high-potential partners
   ● Adherence to MOU commitments, governance structures and policies like Child Protection Policy, field-trip policies, and educate all stakeholders for compliance
   ● Acting both as an advisor and an auditor to ensure quality control in all campaigns and processes - impact reporting, audits, finance, knowledge management, and due diligence
   ● Build partnerships to maximize Akanksha’s external positioning in service of Students, to raise capital online and engage donors

7. Alumni impact amplification
   ● A strategic approach to Alumni spotlights, engagements, amplifications

8. Plan and deliver high-quality events content and coverage
   ● Plan and execute Design, Social Media and PR campaigns for Alumni Inductions, Akanksha Annual Days, Townhalls, and Special Akanksha Events

9. Manage the CEOs and Marketing Directors social media presence
   ● Ensure content is curated and published on the CEOs social media, to further the goals of the organization’s Vision and Mission.
   ● Find opportunities to promote the Marketing and Communications Directors voice in Alumni organisations, so that we can share resources, knowledge and drive advocacy

10. Work closely with the Chief of Development & Communication in these areas -
    ● Goal-setting & strategic planning, reviewing progress to goals and ideate on strategy review and revision, and execute the same
    ● Supporting Department Heads with online and PR engagement. Leveraging the leadership team to cultivate advocacy for the brand
    ● Deliver insightful reporting to Senior Leadership

What do you need for this role:
● 5 - 7 years of relevant work experience in Marketing and Communications roles
● Post graduate in Marketing/Advertising/related fields
● Prior experience of working with, and managing a Marketing and Communications team in a
deadline-oriented, target-driven environment

- Previous experience in a media-advertising agency or led a marketing/communications role in a large corporate.
- Strong communication skills, both verbal and written with excellent interpersonal, public speaking and presentation skills
- Proficiency in the use of the MS office toolkit
- Ability to present complex ideas clearly and in an engaging manner
- Strong project management skills and ability to pay attention to detail
- Commitment to excellence and accuracy, with an ability to make decisions in a fast-paced environment
- Strong time management skills, a keen sense of urgency and an ability to accommodate multiple projects simultaneously with tight deadlines
- Team management skills and ability to coordinate with different functional teams

Location: Mumbai

Please send your resume to aneri.shah@akanksha.org