

Senior Associate: Communications, ITDP India

Organisation:

The Institute for Transportation and Development Policy (ITDP) works with cities worldwide to promote transport solutions that reduce traffic congestion, air pollution and greenhouse emissions while improving urban livability and economic opportunity. ITDP's projects inspire cities towards environmentally and people-friendly transport systems.

ITDP is a not-for-profit organization with its headquarters in New York City with offices in Africa, China, India, Indonesia, Brazil, Mexico, and the United States. ITDP's programme areas include promoting sustainable transportation, e.g. public transportation including bus rapid transit (BRT), non-motorised transport, traffic reduction, and transit-oriented development (TOD). More information can be found at www.itdp.org and www.itdp.in.

ITDP India provides in-depth support to government agencies to implement sustainable transport initiatives and develop progressive state and national level policies to scale-up the sustainable transport paradigm. ITDP India also engages extensively with media and other stakeholders to promote sustainable and equitable transport ideas.

About the position:

We are looking for a candidate with a strong commitment to equity and sustainability and passion to improve urban life in India. S/he will develop and implement a communications strategy for ITDP India. This person will also develop original communications content in multiple project areas including public transport, bus rapid transit, cycle sharing, street design, parking management, and strategic transport planning.

The ideal candidate has a demonstrated ability to work creatively with a diverse team. The position involves engaging with a diverse set of people—civic officials, politicians, civil society agents, media, and others— to help build support for sustainable and equitable urban transport. S/he will have a chance to hone his/her oral communications skills, writing, graphic design and event planning as well as management skills while gaining exposure to various fields of sustainable transport, city planning, and municipal governance.

The position will be based in Chennai but may be required to travel frequently to other cities in India, often at short notice. S/he will report to the Advocacy Manager and work closely with ITDP India's city teams, head office staff, and international experts.

Responsibilities

The Associate's responsibilities will include the following:

- Building relationships with senior decision makers in cities and encourage them to implement sustainable transport initiatives.
- Building coalitions with civil society organisations to advocate for sustainable transport initiatives.
- Coordinate and execute campaigns to build support for the implementation of sustainable transport initiatives.
- Developing relationships with media to generate support for sustainable transport issues through press coverage, media campaigns and other initiatives.
- Developing high quality written and graphic material on sustainable transport issues that are easily understood by our target audience. You must have exceptional writing and editing skills and a strong grasp of graphic design.
- Explore creative ways to engage and expand ITDP's communications network. Research, write, and edit articles and web content on a broad range of sustainable transport issues.
- Manage ITDP's social media.
- Regularly collect information from various sources, maintaining a database of information and statistics relevant to our work, and developing meaningful content for internal and external consumption.
- Help in coordinating internal communications. You will help prepare updates and organise calls and meetings to keep the entire team—both in India and in our international network—abreast of our initiatives and important developments in transport and urban development.
- Serve as the primary manager of ITDP contacts database. Generate mailing lists from the database as needed. Send regular updates to donors and major stakeholders.

Key qualifications

- At least 6-8 years of professional experience in journalism, advertising, corporate communication, and/or community engagement.
- Prior experience required:
 - Excellent English writing and editing skills.
 - Working with various media – print, electronic, web/social.
 - Planning and organising events.
- Strongly preferred:
 - Experience in advocacy/ outreach/ communications that includes interacting with diverse groups of people and establishing partnerships.
 - Experience of engaging with government officials and political leaders.
 - Exposure to urban issues, preferably urban transport and/or urban planning.
 - Proficiency with MS Word & Powerpoint and Adobe suite.
 - Hindi and Tamil proficiency preferred.

Key attributes

- Strong commitment to advancing ITDP's mission and to environmental and social justice.
- Ability to tailor messages to diverse audiences and communicate complex urban planning issues as concise, compelling messages.
- Ability to make powerful presentations that compel people into action.
- Excellent interpersonal skills and ability to work in a fast paced environment.
- Demonstrated ability to manage people and projects to successful project outcomes.
- Ability to manage multiple priorities and projects with flexibility, work well under pressure and keep to deadlines.
- Ability to maintain high standards while contributing pragmatic ideas.
- Availability to travel frequently within India and, at times, internationally.

How To Apply

Interested applicants can apply to jobs.india@itdp.org using “Senior Associate-Communications” in the subject line, with the following documents in a PDF format (maximum 5 MB):

- Resume
- Samples of writing – long form articles, short blogs, press releases, social media bites
- Examples of successful advocacy campaigns at city or state level which has resulted in initiating a project
- A two page note on your thoughts on improving quality of urban life in India

We are unable to consider applications without the above details. The position will remain open until filled.