



Associate: Strategic Communications

Coordinator

The 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 is a not-for-profit organisation with its headquarters in New York City and field offices in South Africa, Tanzania, Uganda, Kenya, India, China, Indonesia, Brazil, Mexico, and the United States.

The UrbanWorks Institute (UWI) is a not-for-profit organisation registered under the Charitable Trusts Act in India. As ITDP India's network partner in India, UWI provides in-depth support to Indian government agencies to implement sustainable transport initiatives and develop progressive state and national level policies to scale-up the sustainable transport paradigm. UWI also engages extensively with other stakeholders to promote sustainable and equitable transport ideas. More information can be found at www.itdp.in.

About the Position

We are seeking a talented and professional Communications Coordinator to join our Communications teams in Chennai. The duties will be diverse and multi-faceted, therefore excellent professional skills are vital for this role.

The candidate must have excellent written and verbal communication skills, excellent coordination and organisational skills, in-depth knowledge of marketing trends, and good skills in creating illustrations. As part of the Communications team, the candidate is expected to work out of the Chennai office, but may be required to travel for work to other cities in India.

Scope of work

The candidate will be expected to:

1. Coordinate and engage with various media houses across India to deliver successful media capacity-development workshops on *sustainable mobility*.
2. Engage with educational institutions and practitioners to promote ITDP webinars, that are aimed at building their capacity on sustainable mobility.
3. Help develop a communication campaign/event aimed at capturing the impact and effect of our programme work. The motive is simple: position ITDP as the experts in the field of sustainable

transport.

4. Engage with key stakeholders to successfully implement the campaign/event.
5. Actively engage on social media to maintain and improve ITDP's online presence.
6. Strategise distribution of the monthly newsletters to our target audience.
7. Maintain a system of collating key contacts for mailers, newsletters, webinars, etc.
8. Engage with programme teams to ensure the information on ITDP's website is up-to-date.

Skills

The candidate must have:

- Excellent written and verbal communication skills
- Experienced at handling, posting on Twitter, Facebook, and other social media channels
- Good with Illustrator, Photoshop and/or InDesign
- Experience working with WordPress templates
- Possess a solid understanding of effective marketing techniques
- Ability to take quality photographs will be considered a plus
- Self starter with the ability to work independently and collaborate with a team
- Strong time-management and organizational skills
- A basic understanding of the various tenets of sustainable mobility is a definite plus

How to apply

The position requires a commitment of 40 hours per week and is based in Chennai.

The candidate should submit a sample of their written and graphic work and resume to jobs.india@itdp.org.