



Associate: Communications Coordinator

Pune

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 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 Pune office. 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 graphics and illustrations. As part of the Communications team, the candidate is expected to work out of the Pune office, but may be required to travel for work to other cities in India. The candidate will work closely with the Pune Coordinator and the Communications Team in Chennai.

Roles and responsibilities

The candidate will be expected to:

Strategise Communications

- Engage with the Pune programme teams to create and implement communication strategies for various programmatic projects and ITDP's international event- MOBILIZE.
- Assess and report back on the effectiveness of content strategies.

- Help plan and execute events

Engage with Media

- Engage with media houses to ensure quality reporting on key sustainable transport issues and projects (ITDP's and others) that impact people.
- Coordinate and engage with various media houses in Pune to deliver successful media capacity-development workshops on various *sustainable mobility projects*.

Content Creation- Written and Graphical

- Create high quality, written content for a diverse array of media, including website, social media, publications, brochures, posters etc. that delivers the right messaging.
- Create high-quality, effective infographics and illustrations for a diverse array of media

Curating Internal Database

- Ensure the existing database is updated with key Pune contacts- media personnel and programme partners- for other communications work.
- Maintain a repository of media articles that features ITDP's work as well as other current stories pertaining to sustainable mobility initiatives in Pune.

Skills Required

- Excellent English writing and editing skills.
- A strong grasp of graphic design basics and software- Illustrator, Photoshop and/or InDesign.
- Prior experience working with various media — print, electronic, web/social.
- Proven ability to manage multiple priorities in a timely manner, working well independently and within diverse teams, and attention to detail.
- Ability to take quality photographs and make videos will be considered a plus
- Strong time-management and organizational skills.
- A basic understanding of the various tenets of sustainable mobility is a definite plus.

Educational Qualification:

- A Bachelor's degree in Journalism, Communications, Graphic Design, Marketing, Public Relations, or similar field. Master's level of education is preferred.

How to apply

- The position requires a commitment of 40 hours per week and is based in Pune.
- The candidate should submit a sample of their written and graphic work, and resume to jobs.india@itdp.org.