



## Associate: Digital Communications

*Chennai*

### 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](http://www.itdp.in).

### About the Position

We are seeking a talented and professional Digital Communications Associate to join our Chennai 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, understanding of the social media space, 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 Chennai office, but may be required to travel for work to other cities in India.

### Roles and responsibilities

The candidate will be expected to:

#### Manage ITDP India Programme's digital platforms

- Manage, track and monitor the health of ITDP India Programme's digital mediums- social media platforms, website, blogs, and newsletter.
- Strategize and execute social media campaigns to increase the readership of our content.

- Strategize and execute the outreach of our events to position ITDP India Programme as the go-to experts for sustainable transport.
- Track and measure the impact of digital strategies.

### Content Creation

- Develop high quality content, including written blogs and graphics, on sustainable urban mobility topics.

### Outreach of ITDP India Programme's Urbanlogue webinar series

- Strategise and support the outreach of webinars.

### Skills Required

- Excellent English writing and editing skills.
- Keen interest in conceptualising and executing social media strategies and campaigns.
- Experience in audience acquisition strategy and conversion rates
- A strong grasp of graphic design basics and software- Illustrator, Photoshop and/or InDesign.
- Strong time-management and organizational skills.
- 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 will be considered a plus.
- Prior experience working to script, shoot and edit videos is a definite plus.
- 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, Media, 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 Chennai.
- The candidate should submit a sample of their written and graphic work, and resume to [jobs.india@itdp.org](mailto:jobs.india@itdp.org).