



Associate: Strategic Communications

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.

More information can be found at www.itdp.in.

About the Position

We are seeking a talented and professional Communications Associate to join our Communications teams. The duties will be diverse and multi-faceted, therefore excellent professional skills are vital for this role. The job is currently remote, but we prefer candidates based in Chennai.

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 may be required to travel for work to other cities in India.

Scope of work

Strategising Communications

- Engage with programme teams to create and implement Communication strategies for projects.
- Assess and report back on the effectiveness of communication strategies.
- Assist in creating a social media strategy/plan for day-to-day posting, and analyse the organisation's online presence.

Engagement with Stakeholders

- Closely work with media houses to publish sustainable mobility articles.
- Engage with our target audience to promote ITDP India webinars, that are aimed at building their capacity on sustainable mobility.

- Conceptualise and facilitate focus group discussions with external stakeholders, along with the programme teams.

Partnerships

- Work closely with partner organisations for programmatic work.

Content Creation

- Oversee creation of high quality content, infographics, illustrations, and collaterals for a diverse array of media, including website, social media, publications, brochures, posters etc. that delivers the right messaging.
- Actively post and engage on social media to improve ITDP India's online presence.

Internal Systems

- Regularly coordinate with programme managers for project updates.
- Maintain the internal project database.

Qualification:

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

Essential Attributes

The candidate must have:

- 1-2 years of work experience
- Excellent written and verbal communication skills
- Experienced at handling, posting on Twitter, Facebook, and other social media channels
- Experience working with Canva and other illustration softwares
- 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, preferably based in Chennai.
- The candidate should submit a sample of their written work and resume to jobs.india@itdp.org, with the subject line "Associate: Strategic Communications".