

India HIV/AIDS Alliance

invites talented and passionate professionals to our team in New Delhi

Communications Officer

(Full-time)

Introduction:

India HIV/AIDS Alliance (Alliance India) is a diverse partnership that brings together committed organisations and communities to support sustained responses to HIV in India. Complementing the Indian national programme, we work through capacity building, knowledge sharing, technical support and advocacy. Through our network of partners, we support the delivery of effective, innovative, community-based HIV programmes to key populations affected by the epidemic.

Alliance India works through NGO and CBO partners to support efforts that have a sustainable impact on HIV. We place communities at the center and work to ensure that vulnerable and marginalised people are meaningfully involved in all aspects of our response, including sex workers, men who have sex with men, people who inject drugs, transgender individuals, and people living with HIV. Our programming and policy efforts are driven by evidence of what works; quality and accountability are core priorities in our interventions, technical support and grant management.

To learn more about our organisation, please visit our website: www.allianceindia.org

Summary of Responsibilities:

The Communications Officer will be responsible for identifying issues for external communication, understanding target audiences, deciding appropriate media channels, and developing targeted messages. He/she will be responsible for maintaining Alliance India's presence in the media. These efforts will enable Alliance India to achieve effective communication of its work to external stakeholders with a particular emphasis on the role of community action in response to HIV/AIDS in India. He/she will be responsible for developing content to support this work which can include case studies, reports, media content etc.

The **key responsibilities** of the position are as follows:

- Manage Alliance India accounts for various networking sites (Facebook, Twitter, Instagram, LinkedIn, YouTube, blog, Wikipedia, etc.)
 - Implement social media strategy to ensure organizational visibility, membership, and traffic across all Alliance India initiatives
 - Experiment with new and alternative ways to leverage social media activities.
 - Create enriching campaigns to build traffic and increase reach
 - Develop content for blog posts, feeds and snippets on various social media sites and post appropriate updates as soon as important activities occur or for important days
 - Create memes for various social media channels to increase our reach
 - Build and maintain our content distribution network by way of social media channels.
 - Keep abreast of all programmes within Alliance India.
 - Plan and maintain a content editorial calendar.
 - Collate relevant content for schedules by working closely with all programme teams.
- Identify and establish relationships and implementing opportunities for working more effectively with journalists/media practitioners and decision makers on HIV/AIDS issues,
 - Collaborate to develop and implement a media strategy for consistent message delivery to increase visibility
 - Identify potential online, electronic, and print media (National and Regional) in major cities to publicise the work of Alliance India.
 - Identify opportunities for publishing feature stories in the print media on key aspects of each programme in both national and regional media:
 - Feature articles
 - Editorial
 - Television interviews

- Coordinate among media houses (print and electronic) and Alliance India for interviews.
- Invite media and ensure event coverage of various programmes of Alliance India.
- Identify opportunities for staff to represent the community/ Alliance India on the various mode of media, events, etc., especially on important days of relevance to Alliance India and our work like World AIDS Day, LGBT Pride Day, etc.
- Developing dossier of all media coverage.
- Experiment with new and alternative ways to leverage media coverage.
- Constantly interact and keep media abreast on all programmes within Alliance India.
- Update and maintain Alliance India's website.
 - Manage and develop content for regular updates on the website
 - Increase footfalls to the website
 - Ensure new and relevant content reaches subscribers
 - Increase our subscriber base
 - Ensure timely dissemination of newsletters
 - Use Google Analytics and Adwords to increase a wider viewer base
- Coordinate with Programmes and Strategic Information teams to collect stories and data and support in quality documentation of programme activities in order to disseminate lessons learned and best practices and raise awareness of Alliance India's activities.
 - Document programme learning through case studies, policy/ issue briefs, evidence-based research, and other methodologies.
 - Document innovative approaches in project implementation, with a particular focus on community-driven mechanisms and programming for key populations
 - Support in editing abstracts and making poster presentations for events
 - Support in knowledge management of best practices
- Do photo documentation of various events/activities organised by Alliance India.
- As and when required, manage online campaigns, and support the in-house fundraising team
- Lead the content finalisation, design/layout and of our routine programme newsletter
- Maintain a photo library for use across a range of communications forms
- As a member of the Alliance team, support other members of Alliance India in strengthening our communication portfolio
- Ensuring that the right messages as corresponding with organizational goals and communication materials are developed for Alliance's events
- Strictly follow the organisational work plan and individual activity plan ensuring adherence to quality and timeliness in required deliverables.

Qualification, Experience & Skills:

- Bachelors /Master's degree in communications, social sciences, health or development field (or equivalent) with at least 4 to 6 years of relevant communications or project experience in HIV, health or development sectors.
- Strong understanding of the media environment in India.
 - Ability to innovatively approach the media for assured coverage of programme activities by highlighting its unique aspects.
 - Ability to handhold programme experts while ensuring coordination with the media
- Experience of supporting a variety of communication activities, including websites and other Internet-based communications.
 - Experience with social media.
 - Knowledge of and participation in different social media platforms
 - Familiarity with online moderating or has served as an online moderator
- Experience in managing content development and publishing
- Excellent editorial skills and experience supporting the production of publications
- Excellent coordination skills and experience working with a multi-dimensional team structure
- Excellent presentation and writing skills.
- Ability to work effectively in teams as well as independently.
- Fluent in English and Hindi

The position requires a strong commitment to HIV/AIDS and sexual and reproductive health and NGO activities in India, and a strong interest in and understanding the relevant issues.

Alliance India is an equal opportunity employer. Applications are welcomed and encouraged from people most affected and living with HIV.

*As a matter of policy, **Alliance India** operates rigorous recruitment and selection procedures and checks.*

Compensation package will be commensurate with qualification and experience. Interested candidates meeting the above criteria are requested to submit their application along with a covering note to recruit@allianceindia.org before the closing date. Please indicate the title of the post applied for on the subject line of your e-mail. Mention your current pay details in the covering note.

India HIV/AIDS Alliance

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New Delhi – 110 048
Tel: (011) 4536 7700
Email: recruit@allianceindia.org
Website: www.allianceindia.org

Closing date for receipt of complete applications: 28th August 2022

Please note that we will not be able to notify all applicants. Only short-listed candidates will be notified about the interview date.

Interested candidates are urged to apply immediately, as due to the urgency of the requirement, interviews are likely to be initiated with promising candidates even before the closing date for receiving applications.