

# Manager, Communications

## Organisation

Urban Works Institute (UWI) is a not-for-profit organisation registered under charitable trust act, representing the Institute for Transportation and Development Policy (ITDP) in India. ITDP works with cities worldwide to bring about sustainable transport solutions that cut greenhouse gas emissions, reduce poverty, and improve the quality of urban life. It is headquartered in New York City with offices in China, India, Indonesia, Brazil, Argentina, Mexico, and the United States. ITDP's programme areas include bus rapid transit (BRT), non-motorised transport, travel demand management, and transit-oriented development (TOD). More information can be found at [www.itdp.org](http://www.itdp.org) and [www.itdp.in](http://www.itdp.in).

ITDP India provides in-depth support to government officials to implement sustainable transport initiatives, and engages with the state government to develop progressive policies and expand sustainable transport paradigm to other cities. ITDP India also engages extensively with media and other stakeholders to promote sustainable and equitable transport ideas.

The India headquarters of ITDP is in Chennai, with field offices in Delhi, Pune and Ranchi. The Chennai office leads all initiatives in Tamil Nadu — with in-depth engagements in Chennai and Coimbatore — as well as supports all the field offices. It is in the process of expanding its programmes to other regions across India in phases.

## About the position

We are looking for a candidate with a strong commitment to equity and sustainability and passion to improve urban life in India. S/he will develop and implement a communications strategy for ITDP India with support from the communications team. This person will also develop original communications content in multiple project areas including public transport, bus rapid transit, cycle sharing, street design, parking management, and strategic transport planning. The position will be based in Chennai but may be required to travel frequently to other cities in India, often at short notice. S/he will report to the Director - South Asia and work closely with ITDP India's regional teams, head office staff, and international experts.

## Scope of work

- Lead ITDP India's communications program. Develop and execute strategies for promoting ITDP India's work on the web, social, print, and electronic media.
- Develop relationships with media to generate support for sustainable transport issues through press coverage, media campaigns and other initiatives.
- Develop high quality content, including written material and graphics, on sustainable transport issues that is easily understood by our target audience and effectively communicates our

messages.

- Provide direction to managing ITDP India's websites and social media.
- Develop a communications plan in coordination with internal teams and external partners around events and for promotion of publications of ITDP and its partners.
- Regularly collect information from various sources, maintain a database of information and statistics relevant to our work, and develop meaningful content for internal and external consumption.
- Explore creative ways to engage and expand ITDP's communications network.
- Develop grant proposals for communications-focussed campaigns and assist others in editing technical grant proposals.

## Key qualifications and skills required

- Have at least 8 - 10 years' relevant work experience in journalism, advertising, corporate communication, and/or community engagement.
- A Master's degree in Political Sciences, Social Work, Journalism, or similar field is highly desirable.
- Have prior experience of working with various media — print, electronic, web/social.
- Must have excellent English writing and editing skills and a strong grasp of graphic design. Ability to communicate in Hindi and other vernacular languages desirable.
- Ability to communicate complex issues as concise, compelling messages.
- Ability to make impactful presentations that move people into action.
- Prior exposure to urban issues, preferably urban transport and/or urban planning is preferred.
- Proficiency with MS Word & Powerpoint and Adobe suite.
- Demonstrated ability to manage people and projects to successful project outcomes.
- Ability to manage multiple priorities and projects with flexibility, work well under pressure and keep to deadlines.
- Ability to maintain high standards while contributing pragmatic ideas.
- Experience in advocacy/ outreach that includes interacting with diverse groups of people and establishing partnerships is preferred.

## How To Apply

Interested applicants can apply to [jobs.india@itdp.org](mailto:jobs.india@itdp.org) using "Manager-Communications" in the subject line, with the following documents in a PDF format (maximum 5 MB):

- Resume
- Samples of writing — long form articles, short blogs, press releases, social media bites
- A two page note on your thoughts on improving quality of urban life in India

We are unable to consider applications without the above details. The position will remain open until filled.