



Associate - Strategic and Visual Communications

Hybrid, based in Chennai

Date of Publishing: 29th May 2024

About the Organisation

The Institute for Transportation and Development Policy (ITDP) works with cities worldwide to promote sustainable, equitable, and inclusive urban transport. The vision of ITDP is to create healthy and liveable communities with streets safe for walking & cycling, high-quality public transport, traffic reduction mechanisms, and people-centred mobility policies. ITDP is a not-for-profit organisation headquartered in New York City with offices in China, Brazil, India, Indonesia, East Africa, Mexico, and the United States.

Since 2021, ITDP is represented in India by ITDP Pvt. Ltd. and has worked with governments, multilateral agencies, and civil society to make visible, on-the-ground improvements by providing technical expertise, policy solutions, research publications, and training programmes.

More information about ITDP's work in India can be found at www.itdp.in

About the Position

We are looking for a candidate who can develop high-quality visual products and strategise effective communications. We are seeking an intermediate-level candidate with excellent graphic skills to work on various communications content like infographics, publications, posters, etc for ITDP India. You will have a chance to hone your graphic design and communications skills while gaining exposure to the field of sustainable transport.

We are looking for a candidate who can write well. But if you can bring other communications skills and a passion for equitable and sustainable urban development, that would be a big plus for us.

You will also strategise the outreach of our projects and work with stakeholders to amplify sustainable transport initiatives. You will collaborate with stakeholders to develop targeted outreach strategies that get our sustainable transport initiatives noticed. As needed, you might also be required to present and speak about our work, moderate webinars and panel discussions, and help manage events we organise. But you will not have to figure it all out on your own, you will have help.

That's us—the Communications Team. You will work closely with this four-member team, and report to the **Senior Manager-Communications & Development**.

As a part of this team, **you will have a unique opportunity to engage with all our work cutting across multiple sectors**—*street design, public transport, electric mobility, traffic reduction, transit-oriented development, and inclusive mobility*—through our work on outreach and the creation of knowledge products. Knowing about these topics is not a prerequisite for the role, but it is crucial that you are curious and willing to learn. You will have us to guide you, along with members of programmatic teams working on these sectors.

Working with multiple teams and team members across the organisation will also require excellent coordination and follow-up skills.

This is a hybrid position based in Chennai. The team meets once or twice a week at our office in Nandanam. You will be required to attend meetings in person with stakeholders in Chennai as needed. You may also be required to travel to other cities if needed for any events or meetings.

What you will work on

1. Produce high-quality visual content

- a. Strategise and develop illustrated and graphic design products in collaboration with the programmatic teams, such as infographics, publications, presentations, social media collateral
- b. Support and develop simple videos to communicate key messages
- c. Conduct own research for concepts, principles, and technical representations
- d. Conceptualising & coordinating on-ground events, campaigns and stakeholder discussions.

2. Create high-quality written content

- a. Develop easy to understand, technically accurate written content for visual products—such as posters, presentations, infographics, publications

3. Support ITDP India's editorial team with creative visuals

- a. Support the creation of social media outreach content
- b. Coordinate with the ITDP social media team to ensure timely outreach
- c. Support ITDP website design and maintenance

- 4. Support in developing and rolling out communications strategies and campaigns**
 - a. Support in developing campaign and outreach strategies with clear deadlines and deliverables and ensure that the deadlines are met by following up with necessary team members
 - b. Support in coordinating on-ground events, campaigns, and stakeholder discussions

- 5. Support in liaising with government stakeholders, officials, and partners**
 - a. Support in on-ground engagements, meetings, events, campaigns etc
 - b. Develop and nurture relationships with external partners, civilian groups, focus groups, institutions etc

- 6. Support in photo and video-documentation**
 - a. Support in documenting the on-ground interventions, recording public perceptions, status of streets and public transport systems on an ongoing basis

What we are looking for

Must-have

- Bachelor's degree in media, communications, visual communications, fine arts, or similar field
- 2-3 years work experience in a related field
- Excellent illustration and graphic design skills and knowledge of softwares such as Adobe Suite (Illustrator, Photoshop, Indesign) and Canva
- Good research, writing, and editing skills
- Good video-editing skills
- Good photography skills
- Excellent Microsoft 365 skills
- Availability to travel within India
- Ability to manage multiple priorities and projects, and stick to deadlines
- Ability to work well independently and within diverse teams

Good-to-have

- Prior experience working with media—print, electronic, or web/social media.
- A keen understanding of current communication trends and best practices
- An understanding of urban development and transport
- Public speaking and presenting skills
- Video-making skills
- Experience working on websites
- Experience of working on projects in Tamil

- Working knowledge of Hindi will be a bonus

How to apply

Interested applicants can apply to jobs.india@itdp.org, cc: aishwarya.soni@itdp.org, using '**Associate-Strategic & Visual Communications-Chennai**' in the subject line, with the following documents in a PDF format (maximum 5 MB):

- CV (including one professional/academic reference)
- Cover letter (In 200-250 words, explain how your qualifications and previous experience equip you for this position)
- Samples of graphic design work
- One writing sample (You should be the primary contributor if the work involved others)

The position will remain open until filled. Only shortlisted candidates will be contacted.

PS: *If you don't meet all the criteria listed above, but believe that you have a passion for the work or any other strengths that make you a good fit for the position, please do apply! Make sure to highlight any other points about yourself in your cover letter so we can discuss them further during the interview if you are shortlisted.*

Remuneration

The pay scale for this position shall be Rs. 35,000 - 55,000. Salary shall be commensurate with experience and skills.

Other benefits and employment policies

- 1. Health Insurance:** We cover health insurance for you and your loved ones for up to INR 10 lakh.
- 2. Capacity Development Allowance:** We offer an annual monetary and time allowance for every team member to build their capacity and skills.
- 3. Telephone & Internet Allowance:** We provide INR 1,200 every month for our team members.
- 4. Leave policy:** We offer 6 days each of casual leave, 6 days of sick leave, and 15 days of vacation time annually, along with public holidays.
- 5. Provident Fund & Gratuity:** All our full-time employees are eligible for applicable EPF and Gratuity benefits.

Our Commitment to Diversity, Equity, and Inclusion

We encourage everyone—regardless of their religion, caste, gender, sexuality, and background—to apply for this role. We believe that each one at ITDP India is responsible—as senior leadership, managers, staff, and institutional partners—to create a welcoming working environment for people of diverse cultures and backgrounds to learn together. All of us are responsible for fostering a safe and inclusive workplace where questions, concerns and information about diversity, equity, and inclusion are a part of our ongoing dialogue and development.
