



Associate - Communications

Location: Pune

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. We are seeking an intermediate-level candidate with excellent **graphic and writing skills** to work on various communications content for ITDP India, such as: infographics, publications, posters, newsletters, social media content, blogs, press notes etc. The candidate will have a chance to hone his/her graphic design and communications skills while gaining exposure to the field of sustainable transport. The position demands creative flair, up-to-date knowledge of graphic software, and a professional approach to time and deadlines. **The candidate will work at the Pune office as part of the Communications team that is based in Chennai** but may require travel to other cities in India. Working with multiple teams and team members across the organisation will also require excellent coordination and follow-up skills. **He/she will report to the Deputy Manager-Communications.**

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.

What you will work on

1. **Produce high-quality visual content**

- Strategise and develop illustrated and graphic design products in collaboration with the programmatic teams, such as infographics, publications, presentations, social media collateral
- Support and develop simple videos to communicate key messages
- Conduct own research for concepts, principles, and technical representations

2. **Create high-quality written content**

- Create high-quality written materials for blogs, newsletters, social media posts, press notes, campaigns etc.
- Write short-form text content as part of the various products—such as posters, presentations, infographics, publications

3. **Support ITDP India's social media presence and website updating**

- Coordinate with the ITDP social media team for the development of the overall social media strategy and calendar, and ensure timely outreach and development
- Support the creation of social media outreach content, especially for the Maharashtra region
- Track and analyse the performance of our social media handles
- Support to strategise the revamp of ITDP India's website and regularly keep the website updated and maintained with the latest blogs, newsletters, webinars, landing page updates etc.

4. **Support to build ITDP's thought leadership**

- Support to all initiatives such as planning and executing webinars, conducting interviews, developing and editing video content as required towards building ITDP India's thought leadership in the industry

5. **Support in developing and rolling out communications strategies and campaigns**

- 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
- End-to-end support in coordinating on-ground events, campaigns, and stakeholder discussions

6. **Support in liaising with government stakeholders, officials, and partners**

- Support in on-ground engagements, meetings, events, campaigns etc

7. **Support in photo and video-documentation**

- 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 urban design, urban planning, architecture, communications, journalism, digital marketing, mass media, public relations, or similar field.
- Proficient in Marathi with strong skills in writing, speaking, and reading.
- 2-3 years' work experience in a related field.
- Excellent illustration and graphic design skills and knowledge of software such as Adobe Suite (Illustrator, Photoshop, InDesign) and ability to work with Canva is essential.
- 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.
- An understanding of urban development and transport.
- Public speaking and presenting skills.
- Video development and editing skills.
- Prior experience in planning and managing events.
- Proficiency in Hindi writing and reading.

How to apply

Interested applicants can apply to jobs.india@itdp.org, cc: varsha.jeyapandi@itdp.org using '**Associate - Communications Pune**' 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)

Deadline: 20th February 2025

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

P.S: *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 INR Rs. 45,000 - 65,000 per month. 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 and 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 has the responsibility—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.
