



Role Description

Media and Communications

Overview

Vertical	Communications Team
Number of openings	1
Role Level	Associate level 2 - 5 years
Type	Full Time
Location	Based in New Delhi (<i>Non-Negotiable</i>). The role will entail significant travel across Delhi and India
Compensation	<i>Pay will match Indian non-profit norms and similar organizations, discussed in our last selection round.</i>
Desired Joining Date	ASAP; <i>Serious candidates are encouraged to apply right away</i>
Process to apply	Please fill out the Google form mentioned below https://forms.gle/16wbnxCEm6uNX2JD6

We expect the following from you for this role:

All the below-mentioned tasks would be key to your role. The following requirements are not mentioned in order of priority.

- Develop and implement media relations strategies to promote the organization's brand and enhance visibility.
- Build and manage relationships with journalists, media outlets, and influencers to ensure consistent coverage and storytelling.
- Lead and coordinate media events, press conferences, interviews, and outreach activities.
- Pitch stories and key announcements related to organization's mission, programs, milestones, etc.
- Draft, edit, and manage media releases, opinion pieces, and interviews to ensure effective communication.
- Act as the primary point of contact for media inquiries and handle crisis communication as needed.



- Collaborate with the team to ensure consistent messaging across all media platforms.
- Maintain media databases and coordinate outreach to journalists and publications.
- Track and analyze media mentions and campaign performance to gauge impact and refine strategies.
- Support in writing and editing press materials, blogs, and social media content.
- Assist in managing media requests and coordinating with internal teams for timely responses.
- Contribute to the planning and execution of media campaigns.

Qualifications & Skills / Experience / Characteristics

- Bachelor's degree or 2-5 years+ of full-time professional experience in media relations, communications, journalism, or public relations (**nonprofit or startup experience preferred**).
- Strong experience in coordinating media events, managing press relations, and executing outreach efforts.
- Proven ability to build and maintain relationships with journalists, media outlets, and influencers.
- Excellent writing and editing skills, with proficiency in drafting press materials, blogs, social media content, opinion pieces, and interviews.
- Ability to track and analyze media mentions and campaign performance, using analytics tools.
- Strong project management skills with the ability to plan and execute media campaigns across multiple platforms.



- Proficiency in maintaining media databases and managing internal coordination for media requests.
- Crisis communication experience is a plus, with the ability to handle media inquiries and maintain consistent messaging across platforms.
- Ability to think strategically, manage multiple priorities, and collaborate effectively with cross-functional teams.
- Proficiency in Google Docs, Google Sheets, and media monitoring tools.
- Great communication and articulation skills in English and Hindi
- Attention to detail and process orientation
- Conscientiousness, discipline, rigor, and ability to take/give feedback
- Is excellent at maintaining relationships and is very systematic about tracking progress