

Job Description for Communications Associate

Location

Chennai

About CAG

Citizen consumer and civic Action Group (CAG) is a non-profit, non-political and professional organisation that works towards protecting citizens' rights in consumer and environmental issues and promoting good governance processes including transparency, accountability and participatory decision-making.

About the role

The Communications Associate is responsible for jointly planning and implementing the organisation's communication projects and building media relations.

Education and experience

- Undergraduate degree in Communications/ Media Studies / Journalism.
- Experience of 1 to 2 years in Marketing Communications/Development Communications is preferred, but freshers will also be considered.
- Knowledge and experience of social media communication, website administration and digital marketing techniques
- Knowledge of Canva, MS Publisher and other graphic suites.
- Ability to work and establish relationships with the press network
- Speak, write and understand Tamil and English.

Scope of Work

The Communications Associate's responsibilities will include the following:

1. Manage CAG's website and social media accounts:

- Maintain CAG's websites and ensure that it is kept up-to-date and relevant at all times.
- Work together with the team and the Comms Manager to obtain relevant content for the website that meets CAG's branding and standards.
- Work with internal team members and the comms team to develop and implement social media campaigns.
- Handle CAG's social media platforms on a day to day basis: upload content, monitor content and pass relevant content on to the internal teams to help them develop and plan further work.
- Utilise social media as an effective instrument of connecting with the public by gathering insights on post performance and disseminate this information to internal teams.
- Utilise the latest techniques to improve website traffic and popularity of CAG's content (e.g. SEO, Digital marketing analytics, etc.)



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- Ensure all communication that represents CAG, keeps the standards as set out in the Communications and Media Style Guide.
- Make use of opportunities to learn about new social media platforms, discuss these with the comms team, and take forward, if approved.

2. Media relations

- Develop and maintain relationships with local and national reporters who focus on issues related to CAG's work. a network
- Respond to media enquiries and perform media outreach, on a regular basis.

3. Develop and assess content developed for comms purposes

- Work with the team to ensure that content is submitted on a timely basis
- Assess content submitted by team for adherence to CAG's standards
- An ability to work on canva or other graphic suites to develop content based on messages given by the team.
- Assemble podcasts, reports etc and disseminate these

Competencies

Professionalism: Knowledge and understanding of organisational themes - Consumer Protection, Environment & Climate Action, and Urban Governance.

Teamwork: Works collaboratively with colleagues and partners to achieve organisational goals

Communication: Speaks and writes clearly and effectively in English and Tamil, listens to others, clearly interprets messages, openness in sharing information and keep people informed

Planning: Develops clear goals that are consistent with agreed strategies, identifies and adjusts priorities, time management, makes contingencies while planning

Time Keeping : Excellent time management skills and the ability to work on multiple projects, successfully.

Software knowledge: Working knowledge of Canva and Audacity. Knowledge of any other graphic suites will be desirable. Ability to master new audio / video software, as the need arises.

Location

The position is based in Chennai and will report to the Communications Manager.

As a CAG employee, you can expect to

- be respected for who you are;
- be recognised and rewarded on ability and merit for your contributions;
- learn a wide range of skills in research, communications, finance, information and communication technology;
- be encouraged and supported to fulfil your potential through meaningful work that matters;
- work with great colleagues who are smart, mission-driven, and collaborative; and
- enjoy an inclusive and welcoming workplace.



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You would be a part of a team that is notable in its efforts to influence policy, open minds, shape decisions, offer solutions, and improve lives.

Interested?

If you are interested in exploring a career with CAG, please write to S.Saroja at saroja@cag.org.in. Please share your most recent resume, links to samples of your written work, and a covering letter explaining why you would like to work at CAG.