

CAG JD: Communications Associate

June 6, 2019

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 managing internal and external communication of CAG. The role holder manages the communication to consumers through social media and website

Education

- Bachelor's degree in Journalism/Media Studies/ any other discipline
- Experience of 0 to 2 years in Marketing Communications/Development Communications/Journalism
- Basic knowledge of social media communication, and digital marketing techniques
- Exceptional written communication (English); written communication in Tamil will be an added advantage

Scope of Work

The Communications Associate's responsibilities will include the following:

1. Enhance and manage CAG's website and social media accounts:

- Coordinate with team of CAG to upload content such as newsletter articles, blogs, event summaries, pictures, videos, etc.
- Use the Communications and Media style guide to ensure standardisation of language and grammar and overall formats, audio-visuals, template themes, communication and publicity material, etc.
- Coordinate with third party vendor for maintenance and security of CAG's website (Drupal platform)
- Manage the social media handles; coordinate with team to upload content on social media handles; respond to comments and queries raised by followers

2. Manage branding and communication activities in the organisation

- Obtain reports, photos, videos, etc. from internal team to be compiled for branding purposes
- Support in reviewing the contents of knowledge pieces prepared by the project teams (booklets, articles, curriculums, newsletters, blogs, reports, etc.) for coherence, grammar, and formatting
- Liaise with media contacts and send press releases, news articles, execute awareness campaigns, etc.

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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

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.

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 Om Prakash Singh at opportunities@cag.org.in. Please share your most recent resume, links to samples of your work, and a motivation letter explaining why you would like to work at CAG