

Job Title: Media & Communications Manager

Unit: Communications

Location: Bangalore

Reports to: Executive Director

Remuneration: 16,75,200 /- per annum

Employment Status: 1 year consultancy, with a potential opportunity to extend

Last date to receive application: 25th August 2024

Purpose of role:

To ensure consistency, integrity and effectiveness of the Greenpeace editorial output, image and message across all platforms (press, video, photo, web, radio, marketing, PR, offline) in a timely manner.

To manage a highly talented, multi-skilled team of Communications professionals, inspiring and enabling them to deliver effective communications campaigns on environmental issues.

To lead, develop and implement communication strategies, storytelling and creative concepts in line with Greenpeace identity, campaign strategy, fundraising and mobilization needs.

To ensure the effective development and implementation of editorial strategies that contributes to achieving specific campaign and organisation objectives.

In charge of responsive communication, rapid response and support to the Program Director

Responsible for the delivery of Greenpeace's organisational and campaign communication objectives

Main Duties:

Team Leadership

- Build a strong sense of team, and bear overall responsibility for the smooth functioning of the Communications Advocacy and Output teams
- Demonstrate domain expertise and professional experience in Communications Management for Campaigning
- Maintain a clear 'Outcomes Focussed' approach across various Comms disciplines and be able to assess both efforts and results towards constant

learning and improvement while driving delivery to a high standard.

Strategic direction and editorial design

- Advising Program Director on the formulation and execution of GP's editorial direction and communication design along with the Mobilisation Manager
 - Monitoring daily news cycles, responding to trends in news media production and consumption, and prioritizing where we spend our time (less on press releases!) and more on getting a grip on our twitter presence, blogs and digital news presence.
 - Supporting Media staff in developing media strategies and plans for their assigned campaign/project
 - Ensuring that the media database (MRM) is an effective outreach tool for Greenpeace India
 - Lead and coordinate the design of communications strategies for campaign projects, including coordinating and supporting work in/with multiple Greenpeace offices as needed.
 - Implement strategies and coordinate roll-out of materials in order to provide a high level of exposure and engagement with identified audiences, ensuring success of Greenpeace campaigns and improvement of organizational profile.
 - Identify key communication channels to deliver campaign messages towards intended outcomes, design outreach plans for each, and design communications activities towards these.
 - Implement monitoring, evaluation and fast feedback loops to adjust course as needed

Communication Strategy

- Supporting the Program Director in developing and implementing GP India's communication strategy
 - Providing editorial input into the design of any communication program, using core communication principles, audience centered-thinking and understanding of delivery across multiple platforms

Support/ Coaching/ Leadership

- Task manage multi-disciplinary team involved in the development and implementation of the communications strategy.
 - Delegate responsibilities to project team members and hold them accountable for delivering agreed tasks with desired quality.
 - Encourage project members and participating offices to be innovative.

- Provide feedback on the performance of project team members to their respective line managers.

Compliance

- Ensure all communication materials produced by the project team and participating offices are in adherence to editorial policies and in line with the identity guidelines across all platforms, in order to ensure consistency in communication content and presentation style.
 - Develop, monitor and authorize expenditure of communication strategies within her/his responsibility, according to agreed objectives and the priorities to ensure cost effectiveness and strategic expenditure of the allocated budget.
 - Negotiate appropriate level of budget necessary for a campaign/project with the relevant party.

Mobilisation

- Working with the Mobilisation manager to ensure media plans are integrated with digital engagement plans
 - Training and coaching mobilisation team members on GP's communication, identity & editorial guidelines

Staff Management

- Provide line management and leadership to all team members in accordance with current management practices and policies
 - Supporting news function roles in project teams and helping manage media capacity across projects, management of non-project news and reactive media needs
 - Managing staff in project teams including developing protocols, assisting with strong messaging and establishing best practice and ensuring they are followed
 - Execute any additional duties or support as assigned by the Management.

Budget

- Developing, monitoring and authorizing expenditure of the Unit

External Network

- Building and maintaining national and international networks with key allies, political fora, industry, NGOs, public and media
 - Coordinating distribution of all hard-news material to external media wires and outlets nationally and internationally

- Liaising with press journalists and PR agencies for placement of our material on national and international media outlets.
- Representing GP India in international discussions of protocols, organisational practice

Policy

- Developing editorial policies & protocols in line with the identity guidelines for all platforms after seeking advice from other members of the Program Department
 - Disseminating & training program staff on the communications guidelines and policies
 - Contributing to the development of editorial policies & protocols in line with the overarching brand identity guidelines and media strategies, seeking advice from other members of the Comms Department if needed
 - Upholding brand and communications guidelines and policies
 - Developing effective protocols for reactive communication in cooperation with other members in the Program Department

Decisions/Authority

Has authority to:

Recruit and supervise unit staff

Provide inputs to media plans & PRs – does not sign-off every press release but has oversight and may hold back a release if considered damaging to GP

Develop & disseminate editorial policy & guidelines

Assign project roles to the media staff

Guidelines:

Follows GP's communication, identity and editorial guidelines

Risk:

Decisions impact GP's reputation and brand

Knowledge & Experience:

- Minimum of 3 experience in the Communications & Media
- Proven success in campaign based media outreach, marketing and branding, knowledge of marketing and advertising techniques.
 - Sound understanding of mass communications via both traditional and new media; online and offline; and in a variety of contexts suited to Greenpeace campaigns
 - Strong news sense/editorial judgment

- Strong sense of audience segmentation and stakeholder mapping
- Good portfolio of work to demonstrate understanding of news creation
- Ability to make the connect between global issues and local issues
- Good network of media contacts
- Good interpersonal communication skills and language skills
- Commitment to the core values of Greenpeace
- Comparable experience in PR or journalism
- Good network of media contacts
- Understanding of media environment
- Strong news sense / editorial judgment
- Ability to make the connect between global issues and local issues
- Good interpersonal communication skills and language skills
- Understanding political risk analysis
- Proven editorial track record in press, video, web, PR
- Management experience including remote and financial management
- Excellent written and spoken English, including one more Indian language
- Commitment to the core values of Greenpeace

Organization Skills:

Planning and organising: plans and organises the work of the media team both roles in projects and outside projects

Analysis: role holder is expected to track and analyze external events to inform editorial direction, role holder will also be required to improve internal processes and systems

Innovation:

To Apply:

Do send your letter of interest (350 words or less) along with the latest resume to **careers.india@greenpeace.org** stating ‘Application for the post of Media & Comms Manager in the subject line.

We are a small team and would revert to applicants only after 8 working days from the last date of application. While we would put in our best to revert to each individual, in case you don’t hear from us in the 8 working days then it is likely that your application would not have been shortlisted.

Greenpeace India gives equal opportunity to employer and strongly encourages women to apply.