

Terms of Reference
Senior Associate- Communication and Content Development

Background

TARU was established in 1990 as an institution with trans-disciplinary expertise to engage with India's development challenges. In 1996, it was incorporated as Taru Leading Edge under the Companies Act, offering a commitment of cutting edge research and contextualized consulting services to its clients. TARU's expertise has been in Disaster Risk Management & Climate Change, Governance & Institutions, Natural Resource Management, Social Development, Livelihood, Urban Development, Water, Sanitation & Hygiene; Health, CSR, etc. TARU has undertaken policy analysis, strategy development, action research, technical assistance, programme design; project management support, assessments, and evaluations. TARU's clients include corporate, grassroots institutions, INGOs, bilateral and multilateral organizations, as well as States and Central Government.

The last two decades have seen TARU working on a range of institutional, financial, economic, social and technical issues across diverse public systems, cultures and corporate formations in more than a third of rural and urban domains of India. TARU also works in South Asian countries like Nepal, Bangladesh and Myanmar. The organization is committed to quality, accuracy and succinctness in its consulting and advisory services. The TARU team of professionals have extensive national and international experience, along with a strong network of advisors, consultants, partner institutions, associations from different parts of the world.

TARU has embarked on a new journey expanding its reach, capacity and business while retaining its core agenda of providing transformative solutions to the development challenges. Communication and knowledge management are expected to play a key role in this initiative through building TARU brand, its visibility; and effectively documenting, processing and sharing information and knowledge with the staff, partners, clients and stakeholders. TARU is therefore considering to engage a **Senior Associate Communication and Content Development** to provide necessary support to its communication and knowledge initiative.

Tasks

The specific tasks to be undertaken are:

- Provide support in developing & implementing communication and knowledge management plan
- Development of client, media and stakeholder advocacy strategies to communicate relevant messages
- Development, editing and publishing of the content of strategic corporate communication materials such as brochures, flier, promotional emails, factsheets, information package, media kits, press notes, donor kits, company profile, annual plans and reports, blogs, project reports, etc.
- Support in external website and intranet website management including content creation and the methods for managing websites
- Develop and manage content for social media platforms (Facebook, LinkedIn, Twitter, E-Networks, etc.) suitable for the objective of dissemination and interaction with the stakeholders
- Support in communication initiatives of the projects as per the requirement
- Support in knowledge management including development of TARU's projects' success stories with customization for dissemination to different media and stakeholders
- Develop concept/background notes and terms of references related to communication and knowledge initiative

- Documentation of all project briefs and management of data sets.
- Support in developing TARU brand/media guidelines and implementing them
- Provide technical inputs to communication related vendors and partners of TARU
- Support and organize communication and advocacy events and campaigns
- Manage external relations and respond to media, client and partners' queries
- Keep up-to-date with the work of all of the project teams, as well as the organization as a whole, in order to provide timely information to respective audiences.
- Any other related activities, as assigned.

Qualification

- Advanced university degree in Communication or related fields from reputed institutes
- At least 4-6 years of experience in the communication and knowledge field with national and international development organizations including media/social media communications groups
- Excellent fluency in English especially in writing needed for documentation and knowledge/content creation/editing. Able to communicate and present clearly and sensitively with internal and external stakeholders.
- Ability to conceptualize, innovate; and execute ideas, plans and strategies. Capacity to develop work plans, budgets, and proposals.
- Computer literacy and ability to effectively use office technology and IT/mobile tools
- Excellent interpersonal and networking skills, solid judgment/decision making skills, creativity and media/graphic/visual design sense
- High personal & professional integrity. Team player and ability to work under pressure and meeting deadlines. Problem solving attitude. Experience of managing teams and logistics.

Location

New Delhi

CTC

Attractive. The remuneration shall not be a constraint for the deserving candidate.

Apply

Candidates can mail their CV with three references and samples of publications to Prince Francis at pfrancis@taru.org

Last date of application is Aug 10, 2016. Please include current CTC in your CV. In order to ensure that your application is sorted correctly, please clearly mention the title and location of the post in the subject line of your e-mail/application.

Only shortlisted candidates will be contacted for the interview.