

## JOB DESCRIPTION

# Head of Marketing & Communication

## About the role:

Reporting to the CEO, as the Head of Marketing & Communication, you will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate Cuddles' mission to existing and prospective supporters. You will use your skill and insight to drive creativity and enthusiasm in the team to enlist new supporters for the mission and grow existing relationships.

As Head of Marketing & Communications, you will be a part of the leadership team at Cuddles Foundation. You will work closely with a senior peer group within the organisation as the communications partner on various strategic initiatives.

## Responsibilities:

- You will design, develop and oversee the implementation of our marketing and communication strategy and our annual communications calendar to consistently articulate Cuddles' mission to existing and prospective supporters
- You'll oversee its implementation, including managing budgetary allocations
- You will work cross-functionally with other teams to support them with marketing and communication ideas, strategies and seamless execution of communication plans
- You will lead the creative team responsible for writing and designing all communications collaterals including keeping a firm handle on messaging, and making sure that collaterals are in sync with our brand guideline
- You will identify and put in place resources / consultants / tools to create momentum and awareness as well as test the effectiveness of all communications activities
- You will mentor and guide team members responsible for design, copy, website development, social media engagement and growth
- You'll be responsible for tracking, reporting and improving all important and relevant marketing and communication metrics

- You will identify and finalise resources/consultants /tools that the organisation can use for marketing and communications to enlist new supporters for the mission and grow existing relationships.
- You will build and manage the organisation's media contacts

## **Must-Haves:**

- Bachelor's or Masters's degree in Media, Marketing or Mass Communication
- At least ten years of communications experience, with ideally at least 2-3 years in an "in-house" leadership role managing a variety of constituents at a for-profit or nonprofit entity
- Proficient knowledge of messaging, communication planning, social media, email and website
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of critical initiatives concurrently

## **Skills:**

### **You see the bigger picture.**

You can think analytically and strategically. You can break a large project into bite-size pieces while always keeping your eye on the big picture. You think two steps ahead and can see how complex initiatives come together for maximum impact. You have the maturity and leadership to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.

### **You get things done.**

You're a great multitasker capable of simultaneously managing multiple projects with different deadlines. You follow through on every job, no matter how big or small. You live for hitting deadlines and understand the importance of keeping on schedule. You love identifying people's strengths and building processes to make things run more smoothly.

### **You're a stickler for organising things.**

You have remarkable attention to the smallest details. You have excellent project management skills and the ability to meet deadlines. You're a self-starter, you're entrepreneurial and can work independently. You enjoy creating and implementing new initiatives.

**You're a communication ace.**

You keep everyone in the know so that the job gets done efficiently and effectively. You know when to ask for help, when to listen, and when to speak up. And you're known for your professional candour. You're a relationship builder with the flexibility and finesse to "manage by influence."

**You have a team ethos.**

You thrive in a creative, inventive, fast-paced start-up environment. You're excited to work cross-functionally with other departments and enjoy bringing people together including staff, board members, volunteers, donors, program participants, and other supporters to achieve a goal. People enjoy working with you because they know they can trust you.

**Location: Mumbai**

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