

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:

Communication Strategy & Messaging

- You will develop and oversee the implementation of our marketing and communication strategy.
- You will guide and execute our fundraising campaigns and events through strategic and engaging storytelling. Identifying medium, message and core idea.
- You will plan the annual communications calendar and be responsible for creating and distributing our collaterals, including emailers, social media, reports, events, and films.
- You'll be responsible for our messaging and how we communicate to our donors and supporters across mass media.
- You'll ensure all external-facing collaterals are in sync with our brand voice.

People Management

- You will lead the communication team (Marketing Ops, Design, Copy and Social Media) and help them prioritise their workflow.
- Other teams in the organisation can rely on you for sound communication advice and guidance.

Performance Marketing

- You'll be responsible for tracking, reporting and improving all our performance marketing metrics.
- You will build and manage the organisation's media contacts

Must-Haves:

- Bachelor's or Masters degree in Media, Marketing or Mass Communication
- At least 10 years of experience working in a creative/digital/content agency, with at least three of those in a creative director/editorial role.
- Experience in creating or leading urban consumer brands for English-speaking consumers.
- Experience of leading a creative/content/design team of at least 2-4 persons.
- 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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