

Mahila Abhivruddhi Society (MAS)
Job Description for the position of Communication Officer

Reporting to : Executive Director
Location : HO, Hyderabad
Closing Date : 30 September 2016
Salary : Competitive salary package based on qualification and experience

Mahila Abhivruddhi Society (MAS) is a National level technical resource organization working for the advancement of people's institutions such as women self-help groups (SHGs), SHG federations, farmer institutions, and other community based organizations who believe in and respect the spirit of self-help and keep it as a guiding principle. It works closely with the state governments and key stakeholders in development sector towards achieving poverty reduction and socio-economic empowerment of the marginalized and the poor. More details can be seen in the Website: www.apmas.org

Job Responsibilities

1. Design, develop and implement a communication plan and strategy to ensure brand building for the organization
2. Develop visibility guidelines and operational procedures and orient the staff on the same
3. Provide necessary support and take lead in conceptualizing, developing and designing necessary information/ education/ communication /presentation materials for various programs and projects being implemented by the organization
4. Produce and manage materials/reports with good Photographs for the website & Magazines etc.,
5. Take responsibility for the development and management of the website including keeping content up to date and appropriate and making improvements
6. Coordinate with the program staff for updating the progress in the website on a regular basis
7. Ensure the quality in publishing of Organization's Magazines, Brochures, Materials and Annual reports etc.,
8. Assist with the presentation of policy, research and other material in a form suitable for wide circulation and comment
9. Develop rapport with the print and electronic media for widespread outreach to public and key players
10. Prepare press releases /statements for local and national media as necessary
11. Lead on the copy-writing and production of monthly magazines and e-bulletins
12. Lead on the collation of information and feedback on various activities and the collation of personal stories/case studies
13. Oversee and write speeches and develop advancement position papers as necessary
14. Oversee, write or edit documents including: fundraising proposals to individuals, foundations and corporations; fund-raising publications; communications materials, such as press releases, cultivation, solicitation and acknowledgment letters.
15. Edit and prepare manuscripts on two levels: (1) copy editing to ensure consistency and accuracy within a manuscript regarding grammar, punctuation, syntax, and acceptable institution style); and (2) substantive editing, requiring critical sense and intuitive evaluation of factual accuracy and consistency of information - chronology of events,

- overall consistency of subject matter; verification of facts, rearrangement or deletion of material, analysis of data, and evaluation of documentation
16. Develop a mechanism to assess the impact of our communication materials to ensure relevance and use
 17. Plan, coordinate and execute communications products and publications related to special events and programs.
 18. Any other tasks related to communications as assigned by the management

Desirable Qualification and Skills

- Graduation / Post graduation in mass communication / Media studies
- Minimum 5 years of relevant experience in development sector
- Excellent verbal and written communication skills in English, Telugu and Hindi
- Highly skilled in computer / application skills & knowledge of relevant software, social media, web based applications
- Extensive public relations experience
- High interpersonal skills

Key Competencies

- Planning, organizing and Prioritizing
- Information gathering and monitoring
- Multi-tasking & Pro-active Team Player
- Flexibility & Adaptability
- Good Teamwork
- Proven ability to design, develop materials and reports

How to apply

Interested and qualified candidates should send your CV to **hr@apmas.org** and mention the post you are applying for in the subject line. Women candidates are encouraged to apply. Only Shortlisted Candidates will be contacted.