**JOB DESCRIPTION - Program officer – Communications (PO- Com)**

**Organization: Friends of Women’s World Banking (FWWB)**

**Location: Ahmedabad**

**1. ORGANIZATION BACKGROUND:**

Headquartered in Ahmedabad, Friends of Women's World Banking (FWWB <http://www.fwwbindia.org> ), is an organization promoted in 1981 by Smt Ela Bhatt (Founder of SEWA and SEWA Bank) working in the space of women empowerment, as an affiliate of Women’s World Banking, a global network based in the USA.

**2. JOB DESCRIPTION/ RESPONSIBILITIES:**

**Program Officer - Communications** shall be responsible for planning, developing, and executing, external and internal communications activities of the organization.

She will set and guide the strategy for all communications, website content, and public relations messages, as well as develop collaterals for external audiences, including fact sheets, success stories, blog posts, publications, impact reports, and award submissions, ensuring that these are consistently aligned with the organization’s mission.

**Key Roles and Responsibilities:**

1. Collaborate with internal and external stakeholders, including partners, contractors, and vendors, to clarify and strengthen the narrative.
2. Provide support for the development and execution of strategic content and other communications activities, that help achieve the top tier goals and objectives of **FWWB;**
3. Ensure consistent and innovative communications support to organizational strategy as well as activities that elevate the brand's image;
4. Build strong relationships with key audiences and use influence and storytelling skills to highlight the impact.
5. Develop and refresh key collateral and other content assets and tools
6. Development and execution of strategic media relations, branding including the development of media briefs and training support.
7. Create, plan, and implement content streams on the organization’s different global social media pages to remain relevant.
8. Other duties as assigned by the supervisor.

**3. QUALIFICATIONS, EXPERIENCE AND COMPETENCIES:**

**Qualifications:**

1. Bachelor’s degree in Communications, Marketing, Journalism, or related area;
2. Applicants with a master’s degree in marketing, communications, media, journalism, business administration, and/or management, shall be preferred.

**Experience:**

1. At least three to five years of experience in managing the communications, marketing, social media, and public relations activities, of a high-growth organization;
2. Experience of developing and executing strategies to reach specialized audiences with targeted messages across a mix of earned and owned media/ communications channels;
3. Prior experience in the development sector, shall be preferred.

**Skills and Competencies:**

1. Proven oral and written communication skills to build and execute content strategy
2. Ability to represent the organization’s thought leadership and programmatic impact through creative, effective and compelling storytelling to mobilize resources;
3. Previous virtual and in-person event activation experience (from event logistics to script and show curation)
4. Prior experience and competency in Microsoft Office’s essential applications (Word, Excel and PowerPoint), apart from Teams, Zoom, and social media platforms.
5. Strong written and spoken English language proficiency;

**4. COMPENSATION OFFERED:**

The offer made to the selected candidate shall be commensurate with qualifications, experience and salary history.

**5. CONTACT INFORMATION:**

Eligible candidates interested in the position are requested to apply by mailing their profile/CV with creative contents developed in the recent past on [rashmi.dave@fwwbindia.org/ fwwb@fwwbindia.org](mailto:rashmi.dave@fwwbindia.org/%20fwwb@fwwbindia.org) on or before February 15, 2022.