

JOB DESCRIPTION FOR THE POSITION OF PROGRAM OFFICER (BRANDING & COMMUNICATIONS)

Position: Program Officer (Branding & Communications) Bala Vikasa

Location: Warangal/Hyderabad

Bala Vikasa is a registered, secular, apolitical non-profit community development organization based out of Warangal, Telangana. Bala Vikasa is known for its Sustainable Community Driven Development approaches for over three decades. It has been instrumental in developing sustainable community driven development models in across 6000 villages, having over 200 employees, both in Telangana and residuary Andhra Pradesh. Further, it has successfully trained hundreds of professionals from over 40 countries across the world and India.

JOB SUMMARY:

The Program Officer (Branding and Communications) will be primarily responsible for:

- Responsible for developing strategic branding and communications within organisation, with an ability to build systems and process to ensure continual improvement and visibility among stakeholders.
- Responsible for coordinating at strategic and tactical levels with the other functions within the organisation, in line with vision, mission and brand strategy
- Work closely with teams, assure communication processes, tools in place and brand image and its position to internal and external constituencies.
- Well conversant with the latest trends, technologies and methodologies in social media, graphic design, web design, production, and photography etc.
- Ensure articulation of Bala Vikasa's desired brand image and position, assure consistent communication of image and position throughout by enforce consistency of brand usage across organisation
- Implementation and overseeing the production of all print and electronic materials such as brochures, annual report, and website.
- Oversee and guide media activities, such as the development of media partnerships, joint media strategies and external relations.
- Responsible for the achievement of the Development Communications Unit mission, goals and financial objectives - ensure results, operations, evaluation systems are in place related to these goals and objectives and report progress
- Any other duties as may be assigned by the Executive Director

CANDIDATE PROFILE – Qualifications, Skills and Competencies Required:

The ideal candidate should have:

- A postgraduate degree in communications/ mass media/journalism
- Demonstrated Leadership in given area with a minimum of 4 -5 years of experiences in dealing with core branding and communication functions.
- Ability to think creatively and innovatively, creative energy and ability to collaborate are must
- Analytical skills to forecast and identify trends and challenges
- The role demands a lot of responsibility and a willingness to put in extra hours in order to separate your brand from the competition — both outside your organization and from within it.
- Excellent oral, written, communication and presentation skills in English to produce quality reports
- Planning, budgetary, monitoring and execution skills with proven record of achieving results
- Flexible to travel, ability to engage corporate sector clients across the country
- Ability to self-start and bring a strong work ethic to the workplace

Reports to: Executive Director

Compensation: Competitive, based upon the experience. The non-monetary compensation includes a unique opportunity to be part of an innovative, meaningful, and rapidly growing organization.