JOB DESCRIPTION
ASSOCIATE, BRANDING & COMMUNICATIONS

Job Overview
The Branding and Communications Associate will assist the Head, Branding and Communications with executing the Latika Roy Foundation's branding and communications strategy, media promotions, information gathering and internal coordination.

Responsibilities

- Assist in implementing the organization's communication strategy.
- Work closely with centers and project heads to drive the communication and branding strategy of the organization and work on new stories and events.
- Managing the Foundation's daily social media footprint using its social media management tool.
- Manage print media relationships and communications.
- Assist in identifying, developing, distributing and maintaining all print and electronic communications, and present these on relevant platforms: stories, best practices, reports and publications, storyboards for video productions, proposals, etc.
- Coordinate webpage maintenance, ensuring that new and consistent information (article links, stories and events) is posted regularly.
- Participate in research projects undertaken by LRF.
- Working with fundraising team and Executive Director to develop and and implement online fundraising strategies.
- Conduct a regular audit of website and communication material.

Organizational Development

    Like all professional staff, the Associate must:

- Keep up to date with relevant professional developments and attend training opportunities approved by the reporting manager.
- Participate in project, team and Foundation meetings and workshops, as applicable.
- Read and understand the Foundation's Code of Conduct and comply with organizational policies, including those regarding child protection, supervision and appraisal, attendance and leave.
- Observe professional standards in working with children, families and staff, including the immediate reporting of child protection concerns.
- Carry out any further duties that may be requested by senior staff or the reporting manager which are in accordance with the position.