

Position Title: Manager – Marketing Communications
Status: Full-Time
Location: New York City

Organization: American India Foundation

Mission: Founded in 2001, the American India Foundation (AIF) www.aif.org is a leading international development organization dedicated to accelerating social and economic change in India and building a lasting bridge between the US and India. By mobilizing people and resources across the United States, AIF has impacted more than 5.6 million lives in India through high-impact interventions on Education, Livelihood, Public Health focused on women, children and youth.

Job Summary:

The Manager - Marketing Communications is a leadership position in the US overseeing the AIF brand image, experience, and promise. Working closely with the Communications Director based in India, the position is responsible for the development and implementation of all organizational marketing strategies, marketing communications, and public relations activities, both externally and internally.

Reporting and relationships:

The Manager – Marketing Communications will report to the CEO of the organization.

Essential Job Functions

➤ **Branding & Marketing Communications (80%)**

- Create and oversee a comprehensive marketing and communications plan that will enhance AIF’s image and position within the industry and with the general public.
- Working with cross-functional teams, lead editorial direction, design, production and distribution of all marketing products and creative assets, such as event promotions, newsletters, posters/banners, website, annual report, high-level speeches etc.
- Ensure articulation of AIF’s image, position, and experience consistently throughout the organization and to all constituencies, both external and internal.
- Coordinate on projects relating to search engine optimization, website updates, social media and email campaigns.
- Manage relationships with vendors and pro-bono partners to ensure timely delivery of projects, maximizing value for AIF.
- Support relevant colleagues to design and implement meaningful engagement opportunities for the many stakeholder groups that support organization’s mission.

➤ **Strategy (20%)**

- Work with the CEO and senior staff to develop and maintain a strategic perspective (a) based on current constituent and industry needs, and (b) in organizational direction, program and services, and decision-making;
- Work with internal and external stakeholders to develop a digital transformation strategy for the organization;

- Build AIF profile and business opportunities by developing new alliances and collaborations with the development, nonprofit, and academic communities;
- Develop relationships with local print, television, and electronic media, preparing media releases, providing media training for management staff, and promoting the organization;
- Provide input into the maintenance and ongoing updating of information/data systems and technical infrastructure to address the growing and changing needs of the organization.
- Assist in research-based improvements of key program metrics for monitoring and evaluation.
- Commissioning or conducting market research; overseeing market data analysis and evaluation and help management make informed decisions

Key Skills, Competencies and Desired Qualifications

- Bachelor's degree required in Communications or related emphasis; Master's degree preferred
- Minimum 8-10 years of experience in marketing communications position with progressively increasing leadership scope in a midsize international development organization, other nonprofit or academic institution.
- A compelling mission-focused story-teller to a segmented audience; ability to communicate complex ideas in simple words;
- Strong creative, strategic, analytic, organizational, and interpersonal communications skills.
- Minimum 2 years' experience developing and managing budgets.
- Minimum 2 years' experience of digital marketing. Expert knowledge in the latest digital and social media technology and channels and how to best leverage them for marketing programs as part of an overall social business strategy.
- Experience in design and production of multimedia products and publications.
- Copywriting and copyediting; strong working knowledge of HTML, Word Press, Email Campaign systems, Facebook, Twitter, YouTube, and Instagram;
- Hands-on experience with inbound marketing systems, and familiarity with marketing automation practices
- Ability to work in multidisciplinary, cross-functional teams and promote and foster culture of collaboration and teamwork.
- Demonstrated understanding of international development preferred. Demonstrated ability to support fundraising efforts essential. Experience of working on a fundraising campaign highly desirable.
- Experience working with volunteers preferred.
- Must be able to present portfolio of work, including writing and digital samples
- Prior experience living/working in India or South Asia a plus.

The policy of AIF is to afford equal employment opportunity for all employees, without discrimination on the basis of race, color, religion, sex, national origin, age, disability, marital status, sexual orientation, or any other characteristic protected by federal, state, or local law.

Salary and Benefits: American India Foundation offers a competitive salary and excellent benefits. The individual will have opportunities to learn all aspects of a non-profit organization.

HOW TO APPLY

Applicants **MUST** be eligible to legally work in the United States of America.

Please send your resume and cover letter to: ny@aif.org

Due to the potential volume of responses, only candidates selected for an interview will be contacted.