

AROH Foundation, an ISO Certified organization of national repute working towards social upliftment in multiple sectors like education, livelihood, health and sanitation, etc., seeks dynamic and motivated professionals with relevant experience.

Position: **Communication Lead**

Location: **Sector-7, Noida, Uttar Pradesh - 201 301**

Compensation: **As per market standards.**

Joining: **Should be able to join within a 15 days' time upon selection**

Media Related Work:

1. Social Media Strategy and Management:

- Develop and implement social media strategies to promote events, engage the target audience, and generate buzz.
- Monitor and manage AROH's social media platforms (Twitter, LinkedIn, Instagram, Facebook, YouTube, etc.), responding to comments and messages promptly.
- Analyze social media metrics to measure campaign success and adjust strategies as necessary.

2. Promotion of AROH's Work:

- Promote AROH's ongoing projects, initiatives, and successes across all social media platforms.
- Keep AROH's website, Wikipedia, and blog content regularly updated to ensure accurate representation of the organization's work.

3. President's Social Media Management:

- Manage and update the President's social media accounts including LinkedIn, Facebook, blog, Wikipedia, etc., to reflect the organization's values and leadership presence.

4. Event Planning and Promotion:

- Plan, organize, and execute offline and online events as needed, including developing promotional campaigns to increase attendance and reach.
- Create and distribute promotional materials such as print ads, online banners, and electronic newsletters for events and campaigns.

5. Fundraising Campaigns:

- Plan and coordinate fundraising events in alignment with AROH's media projects and objectives. Consider hosting benefit concerts, charity auctions, screenings, or online campaigns.
- Collaborate with the CEO and project teams to ensure the success of fundraising initiatives.

6. PR Agency Coordination:

- Oversee and coordinate the operations and activities of the PR agency, ensuring smooth execution of PR campaigns and maintaining client relationships.

7. Media Clipping Record Keeping:

- Maintain and organize a record of all relevant print and electronic media clippings.

8. Event Record Keeping:

- Record and document all events, conferences, and seminars attended by the President or any staff, publishing these in the annual report.

Writing and Communication Work:

1. Creative Writing & Branding:

- Lead in the creative writing of internal and external communication materials such as project reports, annual reports, case studies, success stories, and authored articles for the President.
- Write and edit content for AROH's website, blogs, and other platforms, ensuring consistency in messaging and branding.

2. Content Creation & Presentation Design:

- Create engaging content and design presentations for AROH projects and initiatives as required.
- Ensure the timely dissemination of materials to relevant stakeholders.

3. Awards & Recognition Submissions:

- Identify suitable awards and recognition opportunities and submit applications after consultations with senior management.

4. Grant & Proposal Writing:

- Assist in proposal and grant writing when required, collaborating with senior management and other stakeholders.

Additional Responsibilities:

- Handle any additional tasks assigned by the reporting manager or senior management.

Required Skills and Qualifications:

- Must have a minimum of 10 years of experience, with the ability to effectively lead and manage a team.
- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.
- Proven experience in media relations, social media management, and event coordination.
- Excellent writing, editing, and communication skills.
- Strong understanding of digital marketing strategies, social media platforms, and online engagement.
- Ability to work independently, manage multiple tasks, and meet deadlines.
- Creative, proactive, and innovative mindset.
- Experience in grant writing, proposal development, and PR agency coordination is a plus.

Essentials: Smart Phone & Laptop

How to Apply:

Interested candidates who meet the qualifications are invited to submit their resume along with a photo detailing their relevant experience go to the link <https://aroh.in/Home/career> to apply for the above-mentioned position.

We thank all applicants for their interest in AROH Foundation, but only those selected for an interview will be contacted.