

TATA TRUSTS

Role Details		
1.	Role	Manager - Brand and Marketing Communications
2.	Function Sub-function	Brand, Marcom, PR, Publications Communications & PR
3.	Location	Mumbai
4.	Grade	4
5.	Reporting Manager	Head - Brand and Marketing Communications

Brief Job Description:	
1.	Build Brand reputation for Tata Trusts across earned media in key areas of work
2.	Own and manage all social media accounts for the Trusts across Instagram, X, LinkedIn, Facebook and Sharechat
3.	Manage external communication efforts for Tata Trusts and its initiatives.
4.	Manage the Public Relations agency to plan and execute the overarching external communications strategy in traditional and new-age media
5.	Manage the Social Media agency to develop and execute a continuous pipeline of outreach across digital platforms in alignment with the Trusts' communication objectives
6.	Develop and execute communication campaigns across traditional and social media for key thematic areas, observance days, program launches, and announcements
7.	Scan the latest print and online news to identify relevant story ideas. Contribute to discussions related to story ideas and planning brand campaigns. Ability to develop content, draft quotes and maintain & build relationships with leading media professionals
8.	Monitor and maintain performance data and analytics for PR and digital media metrics to track and exceed organizational goals
9.	Facilitate content development and sharing across Tata Group publications and Group communication teams
10.	Assist in the development and management of internal communication needs as a part of a cross-functional committee
11.	Manage the budgets related to digital engagements
12.	Ensuring consistency and continuity in communication, taking initiative and responsibility of being well informed about the organization, the development sector and the areas of work of the Trusts

Key Accountability:	
1.	Raise awareness about Tata Trusts, its legacy, its strategy going forward and its success amongst the general public, the sector, the government and key stakeholders
2.	Protect and strengthen the reputation of the brand in external media
3.	Build salience for the brand in earned and owned media

Stakeholders	
Relationship (within organization)	Program teams, field teams, Support functions and senior management
Relationship (Outside Organization)	Agencies, partners, Tata Group ecosystem and media

Job Specifications

Knowledge:
<ul style="list-style-type: none"> Brand development and marketing management
<ul style="list-style-type: none"> Public Relations Communications
<ul style="list-style-type: none"> Digital and Social Media Management

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Competencies & Skills:

- Excellent written and verbal communication skills
- Strategic thinking for campaign development
- Creative thinking and visual design inclination
- Exceptional ability to craft and share stories across various mediums; experience in creating content that resonates with diverse audiences
- Ability to maximize engagement across external platforms especially digital
- Ability to identify and harness media trends and developments

Experience:

- Background and interest in Development sector
- A working knowledge of mail chimp, WordPress, MS Office, social media management tools, Canva, any other designing tools as needed.
- Ability to strategize and generate sound ideas and execute well.
- Exceptional fluency in Hindi and English.
- Extensive successful writing experience with a variety of print and online media communication.
- Proven ability to manage collaborations / partnerships with vendors, agencies, freelancers, designers.

Qualification:

- 12-15 years in communications, journalism, public relations, or a related field, with a strong focus on storytelling. At least 3 years of this must be in the field of social impact.
- Master's degree in Communications/ Marketing, Media, Journalism or related field.