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CALL FOR APPLICATIONS

Manager, Digital Media and Communications

ABOUT SPRF

SPRF India is a public policy think tank headquartered in New Delhi. We engage young policy researchers under the guidance of an eminent board of trustees and seasoned advisors. As a dynamic and solution-oriented organisation, we horizontalise and intersectionalise policy by rooting it in data and non-partisan research. SPRF works at the intersections of Governance, Economy, Human Rights, Security, and the Environment. We curate narratives reflecting the aspirations of a country where more than half the population remains under 25.

Our research work finds mention and a place in publications like Hindu Business Line, The Quint, The Diplomat, FirstPost, News18, The Wire, ORF online, Business Insider, NewsClick, and Down To Earth

ABOUT THE POSITION

SPRF India is looking for a Communications and Digital Media Manager to contribute to and coordinate the efforts of the communications team at SPRF. The candidate is expected to convey SPRF's policy research to an audience through their multimedia skills. They must be well-versed in leading teams, deadline management, content curation, basic design, and a foundational understanding of communications deliverables. The candidate will closely coordinate with the Founder Director.

This is a remote position.

ROLES AND RESPONSIBILITIES

- Coordinate and lead the overall implementation of SPRF's communication and digital media strategy across traditional and online media platforms.



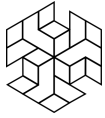
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- Conceptualising and creating audio-visual properties for SPRF's communication platforms (social media, website, and newsletter).
- Coordinate with the Research and Editorial team to maintain SPRF's main editorial calendar.
- Work to expand and maintain an active and engaged newsletter list.
- Editing audiovisual and podcast content produced by the SPRF team.
- Create monthly metrics by monitoring, analysing and reporting on the web, social media, and digital outreach data and suggestions for how to move forward.
- Creating and managing online and offline activations to increase SPRF recall/awareness.
- Managing SPRF website's back and front end.
- Manage vendor relationships as needed.
- Copywriting for web and social media platforms.
- Managing and maintaining the budgetary requirements for the Communications and Design Teams.
- Create new partnerships for SPRF and manage SPRF's current partnerships.
- Feed into the output of the rest of the team wherever possible, based on your commitments and available time.

Please note this is not an exhaustive list; you may be required to take the initiative on particular tasks not included here as and when necessary.

DESIRED QUALIFICATIONS AND SKILLS

- Minimum 2 years of experience as a Digital Media professional in publishing or digital media outlets
- Preferred: Proficiency in WordPress, MailerLite (or other emailer platforms), Adobe Premiere Pro (or a comparable platform), Audio editing
- Bachelor's or Master's degree in English, Journalism, Political Science, Sociology, Public Policy, Communication or related fields.



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- Proficiency in Audio/Video editing software - Adobe Suite preferred.
- Previous experience with Social Media Management and Content Writing.
- Fluency in English (written and verbal) and at least one other Indian language.
- Ability to establish priorities, multitask, and work within tight timelines.
- Strong written and communication skills and an eye for detail.
- An understanding of audience engagement strategies, metric analysis, and industry best practices
- Proficiency in using design tools like Canva and Infogram; Social Media sites like Facebook, Twitter and Instagram; Excel, Word and other tools.
- Dynamic, flexible, reliable, proactive, creative and results-oriented.

APPLICATION PROCESS

Please send the following to recruitment@sprf.in with the subject line “Application for Manager Communications”:

1. Resume
2. Cover Letter
3. A PDF/ link to your design, communications, or writing portfolio. Applications will be reviewed on a rolling basis.

We encourage applications from candidates belonging to underrepresented and marginalised communities. We would appreciate you disclosing the same in your application email.

Note: Only complete applications will be considered. Due to the volume of applications received, only shortlisted candidates will be contacted. We will be unable to respond to emails or phone calls regarding the status of your application.

The application deadline is 10th November 2023, Friday (11:59 pm).