

Terms of Reference

Senior Consultant - Corporate Communications

Background

Taru Leading Edge is a development advisory and think tank with trans-disciplinary expertise endeavouring to engage with development sector challenges by offering a commitment to cutting-edge solutions and insights. Incorporated as a private limited company, Taru's mission is to 'bridge the Science-Institutions-Society interface with a core agenda of providing transformative solutions to the development challenges. Established in 1996 by eminent development professionals, it caters to a diverse range of bilateral and multi-lateral agencies, government departments, corporations, and other development organizations through research, technology, solution innovations, and implementation support.

For more than two decades, Taru has been working on a range of institutional, financial, economic, social, and technical issues across diverse public systems, cultures, and corporate formations in more than a third of India's rural and urban domains. Taru also works in South Asian and Southeast Asian countries like Afghanistan, Indonesia, Nepal, Bhutan, Bangladesh, and Myanmar. The organization is committed to quality, accuracy, and succinctness in its consulting and advisory services. Taru's team of professionals has extensive national and international experience and a strong network of advisors, consultants, partner institutions, and associations from different parts of the world. Taru provides services in development sectoral areas such as Climate Change, Disaster, Urban, Water, Sanitation, CSR, Social Business, Health & Nutrition, Education, Gender, Livelihoods, Social Inclusion, Public policy, Infrastructure Planning, etc.

Taru seeks a dynamic, innovative, self-motivated, and results-oriented professional to support Taru initiatives in corporate communication, events, and public relation. Taru is therefore considering engaging a Senior Consultant to provide necessary support to its operations.

Job Role and Responsibilities

Tasks

The specific tasks to be undertaken are:

- Provide support in developing & implementing communication, events, and public relation plans.
- Development of client, media, and other stakeholder advocacy strategies to communicate relevant messages.
- Lead and support in development, editing and publishing of the content of strategic corporate communication materials such as annual reports, newsletters, brochures, flier, promotional emails, factsheets, information package, media kits, donor kits, company profile, blogs, etc.
- Support in external website and intranet website management including content creation and the methods for managing websites.
- Develop and manage content for social media platforms (LinkedIn, Twitter, E-Networks, etc.) suitable for the objective of dissemination and interaction with the stakeholders.
- Support in communication initiatives of the projects, as per requirement
- Support in organizing events and their promotions.
- Support in publications and their promotion
- Support in developing brand/media guidelines and implementing them.
- Support in knowledge management including projects' success stories with customization for dissemination to different media and stakeholders.
- Manage external relations and respond to media, client, and partners' queries.

- Keep up to date with the work of all of the project teams, as well as the organization as a whole, in order to provide timely information to respective audiences.
- Any other related activities, as assigned.

Qualification

- Advanced university degree in Development Communications/Corporate Communication or related fields from reputed institutes
- At least 4-5 years of experience in the communication and knowledge field with national and international development organizations including media/social media communications groups.
- Excellent fluency in English (both written and spoken!) especially in writing needed for documentation and knowledge/content creation within development domain (examples of published works). Able to communicate and present clearly and sensitively with internal and external stakeholders.
- Ability to conceptualize, innovate; and execute ideas, plans and strategies.
- Excellent computer literacy and ability to effectively use office technology and IT/mobile tools.
- Excellent interpersonal and networking skills, solid judgment/decision making skills, creativity, and media/graphic/visual design sense.
- High personal & professional integrity. Team player and ability to work under pressure and meet deadlines. Problem solving attitude. Experience of managing teams and logistics.

Location

New Delhi/Mumbai

CTC

Attractive. The remuneration shall not be a constraint for the deserving candidate.

Apply

Candidates can mail their CV with three references. Write to mtaheem@taru.co.in with the email subject as **Application and CV for Senior Consultant – Corporate Communications. The last date of application is 23 Feb 2024. Please include your current CTC in your CV.** In order to ensure that your application is sorted correctly, please clearly mention the title and location of the post in the subject line of your e-mail/application. Only shortlisted candidates will be contacted for the interview.