

Basic Information			
Position Title	Lead - Media Engagement	Location	Mumbai
Organizational Relationships			
Position reporting to	Senior Lead - Communications		
No. of Direct Reports	0		
Job Purpose			
<ul style="list-style-type: none"><li>- Leading and strategizing the media engagement plan for EdelGive’s campaigns, project and events.</li><li>- Being responsible for creating and building a brand image and visibility in the sector for EdelGive.</li><li>- Planning, leading and managing the organisation’s website(s) and overall online presence.</li><li>- Liaising with external agencies, media houses and vendors working with EdelGive Foundation.</li><li>- Event management and an overview of EdelGive’s public events.</li><li>- Forecasting and maintaining the budget for all communications-related activities.</li></ul>			
Key Responsibilities			
Managerial Responsibilities	<ul style="list-style-type: none"><li>- Lead the media and creative engagements for all initiatives.</li><li>- Build media strategy and identify opportunities to build a strong presence for EdelGive through the organizing of events, webinars, projects, and other engagements in the social sector.</li></ul>		
Functional Responsibilities	<ul style="list-style-type: none"><li>- Working closely with media and creative agencies to develop campaign strategies for EdelGive (UdyamStree, GROW, Events, Reports etc).</li><li>- Providing direction, with recommendations, for the integration of all areas of EdelGive’s media. This includes both traditional media and digital media.</li><li>- Ensuring end to end execution of EdelGive’s campaigns with the aid of campaign managers and executives (Creatives and Media).</li><li>- Identify outreach partners and build relationships to ensure robust deployment of plans.</li><li>- On-boarding of an independent P.R. agency for EdelGive, as well as developing and implementing an annual PR strategy.</li><li>- Working closely and coordinating with the content team for assistance on different media and PR campaigns, and jointly undertaking the task of website maintenance.</li><li>- On-boarding new vendors and managing existing vendors (project to project basis).</li><li>- Conceptualising new initiatives, to ensure impact &amp; reach of EdelGive’s brand.</li><li>- Monitoring the effectiveness of existing campaigns and platforms, and basing future recommendations and choices on the same basis.</li><li>- Managing media promotion budgets and ROI.</li><li>- Assisting NGO partners and funders in managing their campaigns</li></ul>		
Job Requirements			
Qualifications	A Master’s degree /MBA in Marketing, Communications, or Media. Candidates having prior work experience with media agencies or advertisement agencies will be preferred. We are searching for someone who is excited to work in the development sector.		

<b>Experience</b>	6- 7 years' experience working in marketing & communications domain
<b>Functional Competencies</b>	<ul style="list-style-type: none"> <li>• Strategizing &amp; Executing</li> </ul>
	<ul style="list-style-type: none"> <li>• Strong Communication Skills</li> </ul>
	<ul style="list-style-type: none"> <li>• Technical knowledge – Traditional &amp; Digital Media</li> </ul>
	<ul style="list-style-type: none"> <li>• Creative Thinking</li> </ul>
	<ul style="list-style-type: none"> <li>• Ability to Lead and manage large scale projects</li> </ul>
<b>Behavioral Competencies</b>	<ul style="list-style-type: none"> <li>• Problem Solving</li> </ul>
	<ul style="list-style-type: none"> <li>• Networking</li> </ul>
	<ul style="list-style-type: none"> <li>• Analytical Skills &amp; Solution Oriented Approach</li> </ul>
	<ul style="list-style-type: none"> <li>• Strategic &amp; Critical Thinking</li> </ul>
	<ul style="list-style-type: none"> <li>• Working in teams</li> </ul>
	<ul style="list-style-type: none"> <li>• Ability to Perform in Pressure</li> </ul>