

Job Description

Senior Specialist – Media & Communications

Organization	Coalition for Disaster Resilient Infrastructure (CDRI)
Posting Date	21 July 2023
Location	New Delhi
Grade	Senior Specialist
Salary and Benefits	Salary will be offered commensurate with experience and qualifications)
Grade	Senior Specialist
Contract	Fixed Term Contract (3 years), Full-Time, National Hire,
Occupational Groups	Media, Communications, Journalism
Last Date	20 August 2023

Background:

The Coalition for Disaster Resilient Infrastructure (CDRI) is a multi-stakeholder global partnership of national governments, UN agencies and programmes, multilateral development banks and financing mechanisms, the private sector, and academic and knowledge institutions. It aims to address the challenges of building resilience into infrastructure systems and development associated with it. The vision, mission, goal, and objectives of the CDRI are explicitly linked to the post-2015 development agendas. The Coalition will also contribute to the resilience of the global infrastructure systems in an increasingly interconnected world. The outcome of such collaboration would be aimed at building resilient economies and resilient people through cross-sector commitments at all levels towards adaptation and resilience with concrete outcomes that will bring resilience action to global scale.

CDRI will support countries to upgrade their systems for ensuring disaster and climate resilience of existing and future infrastructure. It seeks to rapidly expand the development of and retrofit resilient infrastructure to respond to the Sustainable Development Goals (SDGs) objectives of expanding universal access to basic services, enabling prosperity, and decent work. CDRI envisions enabling measurable reduction in infrastructure losses from disasters including extreme climate events.

The Government of India has established a Society in New Delhi to act as the Secretariat of CDRI. The Secretariat functions under the direction of the international Governing Council and implements the programs of CDRI. This position is being advertised for staff positions on Fixed Term Contract of three (3) years.

Role and Responsibilities:

(A) Strategic Planning & Tactical Implementation

- Assist and support in developing and implementing:
 - an internal and external communications strategy for CDRI. This involves proactively identifying opportunities to innovate, transform, & execute communications approach for greater impact & success probability.
 - a comprehensive social media strategy that aligns with CDRI's overall communication strategy, and its goals and objectives
 - a media strategy for creating awareness about CDRI & DRI, enhancing CDRI brand equity, developing media relations, networking, sourcing spokesperson speaking engagements and advocacy platforms, influencer engagement.

(B) Social & Digital Media Management

- Manage and maintain CDRI social media handles including Twitter, LinkedIn, Facebook, CDRI website, YouTube and other relevant platforms.
- Curate engaging, high-quality content for social media including posts, images, videos, and other multimedia content.
- Identify key themes, stories, highlights, & updates across CDRI initiatives and activities to amplify on social media handles & website. This role will assist with drafting & curating crisp social media messaging, campaigns, email mass mail content, and website content.
- Monitor and respond to feedback and inquiries on social media, YouTube, & website
- Develop and execute social media campaigns and promotions using marketing tools like Hootsuite, HubSpot etc. as and when required.
- Use social media analytics tools like Google Analytics to monitor and analyse social media KPIs and use the data to improve social media impact & reach, drive engagement, & enhance brand awareness.
- Support in website design with compelling design concepts, outlay, and visual content
- Implement SEO and SEM best practices to drive website traffic, unique visitors, and conversions.
- Provide support to CDRI webinars and virtual events, and execute mass mail campaigns with platforms like Zoom, Webex, Mailchimp, YouTube etc.
- Stay up-to-date with the latest digital media technologies and social media trends and best practices, and identify new opportunities to grow CDRI's social media presence.

- Engage with social media influencers and agencies to enhance brand awareness, drive CDRI cause and agenda, and create a network of virtual champions.
- Maintain consistency and quality check on content across social media and website.

(C) Content Creation & Design

- For all CDRI print, social & digital collaterals, including reports, brochures, presentations, stakeholder customized reports, agenda notes, session briefs, talking points, media docket and press releases, pitch decks, factsheets, infographics, creatives, videos, multimedia, newsletters, blogs, op-eds, features, etc., - assist & support the Communications team to:
 - Source, collate, write, & edit content and key messages.
 - Synthesize information to visualize and design crisp, compelling, engaging, and informative textual & visual content.

(D) Event Support

- For all CDRI physical, virtual, and hybrid events, assist and support Communications, IT, and Procurement teams with:
 - Selecting and managing services of an event management co.
 - Work with the event management co. on logistics (start-to-finish) and technical support (platform-registration-booth & studio design-creative ideation-live production & broadcast-analytics)

Skills Set

- A team player, collaborator, and active integrator – as the communications function requires collaboration, integration, and alignment, often under high-pressure circumstances, the candidate must be a strong team player with a proven ability to build relationships within and across divisions, functional areas and engagement groups.
- Be able to express complexity in an easy-to-understand, relatable, and attractive manner. Turn the CDRI story into an interesting narrative, and CDRI work into easy-to-communicate messaging. Must have writing and editing skills.
- Ability to coordinate/manage multiple tasks simultaneously under pressure with tight deadlines.
- Knowledge of theories and practices in communications and marketing
- Proficiency with social media platforms such as Twitter, Facebook, Instagram & LinkedIn, and interactive digital media
- Experience in navigating content, digital asset design and management, design concepts, and tools like Canva, Adobe, Flickr, Shorthand etc.

Key Competencies

- 1) Technical and Analytical Skill
 - a. Meticulous
 - b. Timeliness
 - c. Analytical & Problem Solving

- 2) Delivering Results
 - a. Dependability
 - b. Managing people & process
 - c. Innovation & Resourcefulness

- 3) Engaging & Partnering (Interpersonal / Teamwork)
 - a. Stakeholder Management
 - b. Working Collaboratively
 - c. Appreciate and encourage different culture context

- 4) Leadership
 - a. Ability to see Big Picture
 - b. Decision Making
 - c. Inspires motivates & empowers others
 - d. Team Management

- 5) Communication
 - a. Willingness to listen and express dissenting views.
 - b. Ability to clearly convey ideas and information.

Qualifications:

- Post-Graduate qualification in Media, Communication, Journalism, Public Relations, or any other field relevant to the profile requirement.

Experience:

Minimum 7 years of progressive experience in establishing strategic communication, implementing communication tools and techniques, managing communications at the global event, designing and implementing communication strategies and programmes for an organization of international repute.

Language Requirements:

- Fluency in English, both oral and written.
- Proficiency in International (UN) languages other than English will be an asset.

How to Apply:

If you have experience working in a similar capacity and want to make an active and lasting contribution to a global initiative spearheaded by India, please apply through the online application form only on or before the last date <https://app.cdri.world/career/public/>.

CDRI is committed to achieving workforce diversity in terms of gender, nationality, and culture. Individuals with disabilities are equally encouraged to apply. All applications will be treated with strict confidence.

CDRI has ZERO Tolerance for sexual exploitation and abuse, any kind of harassment, including sexual harassment and gender / racial discrimination. Any selection, therefore, will be subject to satisfactory reference and background checks.
