

Terms of Reference
Senior Communications Officer
CRB

1. Background

The Centre for Responsible Business (CRB) was established in 2011 with the vision of integrating sustainability into the core business practices of companies. CRB engages multiple stakeholders to develop action plans promoting sustainable and responsible business practices across various sectors in India and other emerging economies. To further enhance its impact, CRB seeks to hire a Senior Communications Officer to lead its communications strategy and efforts.

2. Objectives

The Senior Communications Officer will play a pivotal role in shaping and executing CRB's communications strategy. This role will involve developing, implementing, and overseeing comprehensive communication plans that align with CRB's mission and objectives, enhancing the organization's visibility and engagement with key stakeholders.

3. Key Responsibilities

- Develop and implement a comprehensive communications strategy in consultation with the Assistant Director - Communications to enhance CRB's visibility, brand identity, and stakeholder engagement.
- Align communication plans with CRB's strategic goals and thematic areas, ensuring consistency and coherence across all platforms.
- Oversee the creation, editing, and dissemination of high-quality content for various platforms, including reports, newsletters, case studies, whitepapers, press releases, social media, and the CRB website.
- Ensure all content is accurate, compelling, and aligned with CRB's messaging and branding guidelines.

Media Relations:

- Cultivate and maintain relationships with key media contacts, journalists, and influencers.
- Coordinate media outreach, press briefings, and interviews to promote CRB's initiatives and events.

Digital Communications:

- Manage CRB's digital presence, including the website, social media channels, and email marketing.
- Develop and implement digital marketing strategies to increase online engagement and reach.

Event Management:

- Lead the communications efforts for CRB's events, including its annual conference, events, workshops, and webinars.
- Develop promotional materials, coordinate event coverage, and manage post-event communications.

Stakeholder Engagement:

- Identify and engage with key stakeholders, including businesses, policymakers, civil society, and academia, to promote CRB's work and initiatives.
- Develop and maintain a stakeholder database for targeted communications.

Monitoring and Evaluation:

- Monitor and evaluate the effectiveness of communication strategies and campaigns.
- Provide regular reports on communications activities, metrics, and outcomes to the Assistant Director and the Senior Management Team

Team Leadership:

- Supervise and mentor the communications team, ensuring high performance and professional development.
- Coordinate with other departments to ensure cohesive and integrated communication efforts.

4. Qualifications

- A degree in Communications, Journalism, Public Relations, Marketing, or a related field.
- At least 5-7 years of professional experience in communications
- Proven track record in developing and implementing successful communication strategies.
- Exceptional written and verbal communication skills.
- Ability to convey complex information in a clear and compelling manner.
- Proficiency in digital marketing tools and social media platforms.
- Experience with graphic design software and multimedia content creation is a plus.
- Strong analytical and research skills to monitor and evaluate communication activities.
- Ability to use data and insights to inform strategy and decision-making.
- Excellent interpersonal and networking skills.
- Ability to build and maintain relationships with media, stakeholders, and partners.
- Strong organisational and project management skills.
- Ability to work independently and as part of a team.
- High level of creativity and innovation in developing communication materials.

5. Responsibilities of CRB

- Provide the Senior Communications Officer with necessary resources, tools, and background materials to effectively perform their duties.
- Ensure access to relevant software.
- Facilitate collaboration between the Senior Communications Officer and other departments, ensuring alignment with CRB's overall strategy.
- Offer guidance and feedback on communication plans and strategies.
- Maintain open and effective communication channels to support the Senior Communications Officer's work.