**Communications Associate - India**

**Position Overview**

The WRI India Communications Associate is a key member of the office, working closely with communication staff in India and the central communication team in Washington, DC, to work on various communications activities at WRI India including digital and social media, online content and offline communication activities.

This person will be responsible for maintaining content for WRI India web and digital assets, telling the story of WRI India across a variety of digital mediums including WRI India’s web properties, social media asset including Twitter, Facebook and YouTube, working with program staff to create and edit content for blogs, op-eds, brand and hard copy collateral. This will include regularly posting content such as blogs, news items, home page features, updating project pages on website(s), working with teams to write articles, opinion pieces and supporting project teams with communications activities at events and workshops. She/he will manage local vendors, providing support and troubleshooting technical issues, where appropriate. S/he will be a key member of the WRI India core communications team, ensuring that the India digital properties, offline communications material and assets are maintained in a consistent quality and branding with WRI’s global identity.

The position is based in Mumbai, India

**Responsibilities**

* Work with WRI India communications team and staff on strategies to use the web, social and print media to promote WRI India’s mission, values and programmes

**Website Content Management**

* Aim to increase the quality of content as well as traffic to each of our web properties, and regularly check and update management on site metrics
* Maintain online content for WRI India web assets using Drupal 7.
* Perform quality control checks on all new and revised content. Check for length, language, flow, spelling and grammar.
* Work closely with WRI India communications staff to cross-promote content, templates and design.
* Test links and tag content appropriately to support online searches.
* Ensure that naming conventions are respected for marketing URLs, file names, page titles, headers, link text and call-to-actions.
* Source and prepare photos for the web and ensure that they are properly captioned and credited.
* Submit technical support tickets to our Support vendor team, prioritize and review list weekly, track issues from inception to closure and communicate outcomes back to users.
* Contribute to web projects such as site launches, site redesigns, site retirements, user experience improvements, content planning and migration, map and interactive content development, etc.
* Manage photo selection, such as cropping, resizing, and compressing.

**Social Media**

* Manage WRI India’s social media accounts especially including Twitter and Facebook, aim to integrate and grow traffic to these accounts and regularly check and update management on site metrics
* Spot social media trends relevant to WRI’s work, and work to include our content in nationally trending conversations
* Produce relevant graphics for social media, capturing both images and inspiring content
* Tweet and update content daily, keeping content fresh and relevant, get staff involved in retweeting, and engaging on social media, helping to spread WRI messaging, where possible
* Develop infographics and digital content, and promote via social media

**Event Communications**

* **Work with project teams to plan outreach and related communications activities around key events. This includes online and offline media; pre-event, during, and post-event.**
* **Ensure all WRI India events follow brand guidelines, working closely with project teams and external vendors for the same.**

**Other**

* Management of key digital assets such as videos, digitised publications and website content
* Maintain and update WRI India’s YouTube account, as well as upload digital content on other web platforms, such as Slideshare
* Help maintain WRI India digital contact database and send out email blasts.

**Qualifications**

* Masters degree preferred in fields such as communications, marketing, business, social or environmental studies, or English language or literature.
* Minimum 4-5 years of full time experience working with the following:
  + Online content management systems, particularly open-source platforms such as Drupal or WordPress and
  + Web content management on a large, public-facing website.
  + Project management experience developing websites using outside developers.
  + Familiarity with web design principles
  + Familiarity with web development workflow
* A solid understanding of SEO strategy, and the ability to brainstorm creative growth strategies for digital and social media outreach, as well as an understanding of other web best practices and standards.
* Strong organizational skills, attention to detail, ability to manage multiple tasks across different teams, and take initiative.
* Ability to build and maintain productive relationships with a diverse group of internal clients.
* Demonstrated writing ability to communicate complex ideas in well-organized, everyday language. Expect to be tested for basic web writing and editing, such as writing a header, a one-paragraph abstract for a document or a teaser paragraph for a story.
* Basic photo-processing skills: crop, resize, compress.
* Ability to self-manage and meet deadlines.
* Enthusiasm, flexibility, technical curiosity, and willingness to learn.

**Required Competencies**

* Previous experience in a similar digital/social marketing role is preferable
* Excellent organizational skills, attention to details, ability to manage multiple tasks across different teams, and take initiative.
* Excellent writing skills in English.
* Ability to build and maintain productive relationships with staff in other countries/time zones.
* Ability to manage long-term projects and juggle multiple projects at the same time.
* Intermediate knowledge of HTML5/CSS3 (functional knowledge of code, how to re-use code and trouble-shoot faulty code), understanding of how websites are built and basic troubleshooting.

**Final candidates will be required to take a writing test.**

**Salary**:  Salary is commensurate with experience and skills. WRI offers a generous, comprehensive benefits package.

**Location**: Mumbai, India

**Start date:** As soon as possible

**Application deadline:** 30 January 2017

**Qualified applicants should apply to** [IndiaCommunications@wri.org](mailto:IndiaCommunications@wri.org) with subject line **“Application: Communications Associate – India” Please include a CV, cover letter of not more than 400 words stating why you want to work with us, and two recent writing samples. Incomplete applications will not be considered.**

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**About WRI**

Established in 1982, WRI is a non-profit 501(c)(3) organization respected globally by policymakers, non-governmental organizations, and corporate leaders.

WRI’s reputation is grounded in its excellent analysis, non-partisan approach, and high-impact results. We measure our success based on how our work helps to create real-world change on the ground—and approach we call “Managing for Results.”

WRI’s work is united by and driven by our values: Innovation, Integrity, Urgency, Independence, and Respect.

WRI fosters a culture of innovative ideas, working collaboratively, and thinking independently. WRI employees are driven by the organization’s mission and have the satisfaction of helping to create a more prosperous and healthy planet.

Learn more about our organization at [www.wri.org](http://www.wri.org/).