



CANDIDATE BRIEF	
Job Title	Associate Director, Internal Communication
Organization	ANI Technologies (P) Limited
Location	Bangalore

About the company:

Founded December 2010 OLA is one of the world's largest ride-hailing companies. Ola integrates city transportation for customers and drivers onto a mobile technology platform ensuring convenient, transparent, safe and quick service fulfilment.

Ola is focused on leveraging the best of technology and building innovative solutions ground-up that are relevant at global scale. Notably, in 2016, Ola Play the world's first connected car platform for ride-sharing was launched, transforming commuting experiences and setting the tone for global innovation in this space.

Using the Ola mobile app, there are a over 1 billion users annually connecting with a network of more than 1,500,000 driver partners with a diverse range of vehicles across 250+ cities. Ola has also incorporated auto rickshaws and Motorbikes onto their platform.

Driven by a hyperlocal approach, Ola is committed to its mission of building mobility for a billion plus people.

As of Oct 2019 was valued at about \$10 billion. A variety of venture capitalists including Softbank have large stakes in the company.

https://en.wikipedia.org/wiki/Ola_Cabs

<https://www.olacabs.com/>

<https://www.olacabs.com/media/in/gallery>

Group Companies & Ventures:

I. ANI Technologies Pvt. Ltd. (<https://www.olacabs.com>)

II. OLA Electric Mobility Pvt. Ltd. (<https://www.mission-electric.in/>)

(A collaborative platform to bring 1 million electric vehicles on the road for everyday mobility by 2021)

III. OLA Financial Services (OLA Capital Services Pvt. Ltd.)
(<https://www.olamoney.com>)

IV. OLA Food / Foodpanda India
(Cloud kitchen business)

V. OLA International
(UK, Australia & New Zealand)

VI. OLA Fleet Technologies Pvt. Ltd.

(Fleet of over 40,000 OLA owned cars into Car leasing business)

About the Role

An experienced communications leader with a passion for storytelling to lead executive communications and rhythm of business for OLA. In this role, you will develop and manage internal

communications strategy that drives the business goals, and will write strategic messaging and content that engages and builds credibility with employees, customers, and partners.

The ideal candidate will be a big thinker with solid business judgment; an effective leader and strong communicator with a passion for culture and community; and a self-starter who thrives in a fast-paced environment. This position offers an incredible opportunity to create high impact executive communications for one of the world's leading brands.

Objectives and Responsibilities

- Create an executive communications and rhythm of the business plan to drive the business goals.
- Develop strategic messaging for internal and external leadership communications, bringing the right information and insights into each communication initiative.
- Manages HR Communications and supports Group CHRO communications by developing and implementing the HR communications plans, focusing on employee matters and the communication to the HR Community at OLA.
- Partner with various HR leaders and business partners to reach teams across businesses in alignment with the communications team.
- Develop communication content for a variety of channels, including (but not limited to) organizational emails, podcasts, videos, keynotes, and town hall meetings.
- Create compelling, executive-level presentation materials (slides, scripts, messaging documents, videos, visuals and customer stories) for both internal and external speaking engagements.
- Assist with writing strategic business proposals for new business opportunities. Assimilate inputs from leaders across the business to craft a compelling story with a singular voice, and manage the narrative development lifecycle from discovery through to final deliverable.
- Work across teams to gain to design and execute a cross functional field communication strategy aimed at improving field communications to support efficiency and field productivity.
- Over time, creation and management of metrics strategy to understand readership and impact associated to communications strategy initiatives and programs.

Qualification

- 10+ years professional experience in communications or PR, preferably in executive and/or internal communications role and HR Communications.
- An exceptional writer, editor, and communicator with executive presence
- A demonstrated ability to synthesize complex concepts, formulate a clear point of view, and write concise and compelling narratives.
- Strong project management skills and experience, including managing internal stakeholders and external agencies, and multiple campaigns and projects at once
- Must be comfortable in fast-paced, deadline-driven environment and able to manage priorities well
- Ability to exercise high judgment, particularly in narrow timeframes.
- Willingness to roll up one's sleeves and get work done, even when it's outside the scope of the job.
- An agile, flexible individual with a "can-do" approach to managing ambiguity and a highly iterative creative process

Preferred

- Experience with writing for international audiences.
- Experience planning, developing, editing, and delivering content for video, mobile apps, and digital channels
- Experience developing communications for business development and/or customer-facing field roles