**Title:** Lead Communications

**Location:** Delhi

**Scope of work**

**Broad Areas of Work:**

* Develop, edit, format, and design communication material for outreach, brand building, and brand visibility of InOrder, ACCESS Health India, and GLC4HSR. This includes public awareness, policy advocacy, reports and collaterals preparation, and promotion of our offerings
* Design, develop, and edit monthly newsletters, website content, and regular social media posts specific to India operations of InOrder and GLC4HSR.
* Strategize to grow our social media presence. Content strategizing and review of Sudharma's work.
* Generate, edit, design, and package content for onsite and online events including webinars, panels, seminars, conferences, etc., for dissemination.
* Manage end-to-end activities for organizing on-site and online events, including planning, organizing, execution, and post-event dissemination.
* Support fundraising activities by generating required communications such as pitch-decks, fundraising decks, sponsorship letters, etc.
* Guiding and coordinating with the graphic designer Aahan to ensure communications materials of the organization meet the expected standard of visual and brand identity.

**Newer Areas of Work to be undertaken in 2024 beyond the works listed above:**

* Taking on the execution of all communications work under the global communications function including the global newsletter, global database maintenance, global website redesign and maintenance, and preparation of organizational documents like annual reports, among others.
* Playing a significant role in the creation and institutionalization of an organizational communications policy
* Playing a leading role in ensuring that the ACCESS Health brand guidelines (being developed currently) are adhered to across the organization. This will be done through the creation, distribution and reinforcement of branding and style guides, branding orientation as part of new employee on boarding, and holding/facilitating refresher sessions.
* Managing ACCESS Health International’s social media accounts on LinkedIn, Twitter, and Facebook. Ensuring the successful merger of India and Global company pages.
* Taking on the work related to the WHO SEARO website
* Driving the health literacy in schools program from conceptualization to program execution, initiated in November 2023.
* Launching the GLC4HSR Journal, involving conceptual strategizing, designing, content creation, curation, and appropriate dissemination strategies.
* Undertake targeted fundraising efforts for the team and the organization, in addition to current support for ongoing fundraising activities.
* Allocate, review, oversee, and manage the work of two additional team members to be hired soon.
* Develop course content and modules for a health communications program.

**Reporting To:** Director (Global), Communications & Partner Engagement

**Grade Level:** M1

**Compensation**

An annual compensation of USD 30,678 (Inclusive of Taxes) will be paid to the Consultant. All project related expenses would be reimbursed, as agreed upfront. Any revision to the compensation above will be after due mutual discussion and written intimation.

**Term**

This engagement shall commence upon execution of this Agreement. The Agreement shall continue in full force and is effect from **February 01, 2024** to **December 31, 2024** and is extendable based on the review of Consultant’s performance by the Foundation and mutual concurrence on revised terms of engagement.