

### About '[Blockchain for Impact](#)' (BFI)

BFI carries forward the baton of the Crypto Relief Fund, a phenomenon that came to the fore at the peak of the second COVID wave in 2021. The relief fund mobilised resources from the global blockchain community and managed to make a positive dent in the healthcare system of India.

### [India Health Climate Resilience Fellowship \(IHCRF\)](#)

The IHCRF program presents a unique opportunity for transformative change within each district, aimed at enhancing the health and well-being of the target population. By integrating Human-Centered Design (HCD) and Systems Thinking and their comprehensive framework, we plan to develop a robust Health Systems Strengthening program that effectively addresses the diverse needs and challenges faced by healthcare service users and providers.

This program envisions the establishment of person-centered, responsive, and equitable healthcare systems, guided by the principles and language of HCD and the setting up of a learning layer at each district. The objectives of the program are to develop a resilient health system that addresses the needs of the community and promotes well-being using appropriate technology, innovation, HCD language and process reengineering.

### JOB DESCRIPTION: [Lead, Strategic Communications](#)

#### ROLE OVERVIEW:

As the *Lead, Strategic Communications*, you will be responsible for a) managing and coordinating all communication efforts and maintaining effective relationships between the organisation and external stakeholders and b) be responsible for improving the efficiency and effectiveness of the organization from an organisational culture and development lens. You will be required to cultivate strong partnerships, including engaging with government stakeholders, internal teams, and NGO partners, to ensure seamless communication and to represent the organization professionally. The role demands exceptional communication skills, strategic thinking, and the ability to foster positive relationships with diverse groups of stakeholders, both internal and external.

#### KEY RESPONSIBILITIES:

- Lead and serve as the primary point of contact for external stakeholders, including partners, vendors, government agencies, and community groups.



- Build and nurture relationships with key stakeholders to understand their needs, concerns, and expectations.
- Facilitate regular meetings, conferences, and events to strengthen relationships and exchange information with various stakeholders.
- Develop and implement a comprehensive communications strategy to ensure consistent messaging and branding across all channels.
- Working together with the knowledge management team, strategise and develop compelling content, including press releases, articles, newsletters, and social media posts, to promote the organisation's and program partners' initiatives and achievements.
- Monitor industry trends and identify communication opportunities.
- Prepare media materials, handle media inquiries, and organise media interviews and press conferences when necessary.
- Monitor media coverage and provide timely updates to the management team.
- Develop and maintain internal communication channels to keep employees informed about company news, policies, and events.
- Support the dissemination of important organizational information and updates.
- Identify and prioritise key stakeholders, mapping their interests and engagement levels.
- Devise and implement strategies to engage various stakeholders effectively, seeking their input and feedback when required.
- Developing and implementing strategies to improve organizational performance.
- Facilitating change management initiatives and supporting leadership development
- Collaborating with other departments, such as HR, Finance, and Operations, to ensure initiatives align with the overall mission and goals of the organization

## **QUALIFICATIONS AND SKILLS:**

- Bachelor's degree in Nonprofit Management, Organisational Development, Communications, Public Relations, Marketing, Business, or a related field. A master's degree is a plus.
- Relevant public health or community development programme experience is a bonus.
- Proven experience in a similar role, with at least 8+ years of experience in communications, public relations, or stakeholder management.
- Strong written and verbal communication skills with the ability to understand and tailor messages for various audiences.
- Demonstrated ability to build and maintain positive relationships with stakeholders from diverse backgrounds and interests.
- Proficiency in using various communication tools, social media platforms, and media relations software is a must.

- Exceptional organisational skills and the ability to handle/support multiple projects simultaneously.
- Strategic thinker with a proactive and solution-oriented approach, problem solver.
- Strong leadership skills is required.
- High level of adaptability and resilience in a fast-paced and dynamic environment.
- Ethical and professional conduct in representing the organisation to the public and stakeholders.

If you are passionate about improving healthcare through human-centered design and meet the qualifications listed above, please apply with your updated resume and portfolio.

***BFI is an equal opportunity provider and does not discriminate based on race, religion (creed), gender, gender expression, age, disability and/or marital status.***

**Remuneration:** Negotiations will be as per industry standards, number of years of experience in the relevant space, attitude and passion.

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To apply, please fill out the form at the link -

<https://forms.gle/378sMdWBk55a9hPj6>

Email us at [careers@blockchainforimpact.in](mailto:careers@blockchainforimpact.in) in case you have any questions

Due to the enormity of applications received, **only shortlisted candidates will be contacted!**