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## **JOB DESCRIPTION:**

Communication Manager

## **ROLE OVERVIEW:**

The Communication Manager is responsible for developing and implementing effective communication strategies to promote and enhance the organization's image and reputation. They play a critical role in managing internal and external communications, ensuring consistency in messaging, and facilitating effective communication between various stakeholders. The Communication Manager is a key member of the marketing and public relations team and collaborates with cross-functional departments to achieve organizational goals.

## **KEY RESPONSIBILITIES:**

1. **Develop Communication Strategies:** Create and implement comprehensive communication plans aligned with organizational objectives. Identify target audiences, key messages, and appropriate communication channels to effectively reach stakeholders.
2. **Internal Communication:** Develop and execute internal communication strategies to foster employee engagement, maintain transparency, and disseminate information across the organization. This includes creating newsletters, organizing town hall meetings, and utilizing digital platforms for effective internal communication.
3. **External Communication:** Manage external communication initiatives, including media relations, public relations campaigns, and social media presence. Develop and maintain relationships with media outlets, influencers, and key stakeholders to promote positive coverage of the organization and manage potential crises.
4. **Content Creation:** Generate compelling content for various communication channels, including press releases, articles, blog posts, website content, and social media posts. Ensure consistency in messaging and brand identity across all communication materials.
5. **Brand Management:** Protect and enhance the organization's brand reputation by maintaining consistent messaging, tone, and visual identity across all communication channels. Develop brand guidelines and ensure adherence to them in all communication materials.
6. **Crisis Communication:** Develop crisis communication plans and protocols to effectively manage and mitigate potential reputational risks. Act as a spokesperson during crises and coordinate with relevant stakeholders to address issues promptly and transparently.
7. **Stakeholder Engagement:** Identify and engage with key stakeholders, including customers, partners, investors, and community members. Foster positive relationships and ensure their needs are addressed through effective communication.
8. **Measurement and Analysis:** Monitor and analyze the effectiveness of communication initiatives using relevant metrics and tools. Provide regular reports and insights to assess the impact of communication strategies and make data-driven recommendations for improvement.

## **QUALIFICATIONS AND SKILLS:**

- Bachelor's degree in communication, public relations, marketing, or a related field. A master's degree is preferred.
- Proven experience as a communication manager or in a similar role.

- Excellent written and verbal communication skills, with the ability to create compelling content for different audiences and channels.
- Strong interpersonal skills and the ability to build and maintain relationships with stakeholders at all levels.
- Knowledge of current trends and best practices in communication, public relations, and digital marketing.
- Experience in crisis communication and managing media relations.
- Proficiency in using communication tools, social media platforms, and analytics software.
- Strong organizational and project management skills, with the ability to prioritize tasks and meet deadlines.
- Creative thinking and problem-solving abilities.
- Flexibility to adapt to changing priorities and work in a fast-paced environment.

Join our team and help shape our organization's communication and media efforts, building strong relationships with stakeholders and enhancing our brand reputation. Apply today with your updated resume and a cover letter detailing your relevant experience and achievements in the field of communications and media management

#### **EXPECTED SALARY:**

18-22 Lakhs per annum . Negotiable

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To apply, Email us at: **[careers@blockchainforimpact.in](mailto:careers@blockchainforimpact.in)**