

## **Job Description: Communication Manager – UPAY NGO**

**Position:** Communication Manager

**Location:** Noida, Pune, Bangalore

**Employment Type:** Full-Time

**Salary:** 33,000-35,000 /month

**Organization:** UPAY NGO ([www.upay.org.in](http://www.upay.org.in) )

**Sector:** Development Sector, specifically Education

### **About UPAY:**

UPAY (Underprivileged Advancement by Youth) is a dynamic NGO committed to empowering street children and underprivileged youth through education, skill development, and community engagement. With a focus on driving sustainable change, UPAY connects with corporates, colleges, and communities to create meaningful partnerships and impactful programs.

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### **Key Responsibilities:**

#### **Outreach Communications:**

- Develop and execute UPAY's communication strategy to enhance visibility and engagement.
- Lead outreach initiatives with colleges, corporates, and communities to strengthen partnerships and collaborations.
- Represent UPAY at external forums, networking events, and meetings with potential partners.

#### **Fundraising & CSR Partnerships:**

- Identify and approach potential corporate partners and CSR initiatives to generate funding.
- Craft persuasive proposals and manage grant applications to secure financial support.
- Build and nurture long-term relationships with donors, sponsors, and partners.

#### **College & Corporate Partnerships:**

- Drive strategic partnerships with colleges for student engagement and volunteer recruitment.
- Foster collaborations with corporates for sponsorships, employee engagement, and joint initiatives.

#### **Social Media & Content Management:**

- Manage UPAY's social media presence and develop compelling content for various platforms.
- Oversee the design, creation, and publishing of marketing collateral, newsletters, and blogs.

#### **Marketing & Brand Management:**

- Enhance UPAY's brand identity and storytelling to communicate its mission and impact.
- Develop creative campaigns for donor engagement and public awareness.

### **Design & Content Creation:**

- Collaborate with graphic designers to produce visually appealing content for digital and print media.
- Ensure consistent messaging and branding across all communication channels.

### **Proposal Writing & Grant Management:**

- Prepare comprehensive proposals and reports for funding and project submissions.
- Monitor and manage grant deliverables and compliance requirements.

### **Supporter & Stakeholder Management:**

- Cultivate relationships with existing supporters and stakeholders to maintain engagement and support.
  - Establish robust feedback mechanisms to ensure stakeholder satisfaction and alignment.
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### **Required Qualifications:**

- Minimum 2 years of experience in nonprofit communications or a similar role.
  - Fluent in English, with exceptional written and verbal communication skills.
  - Proficiency in graphic design tools (e.g., Canva, Adobe Creative Suite) and social media management.
  - Strong proposal writing and storytelling capabilities.
  - Bachelor's degree in Communications, Marketing, or related fields; MBA preferred.
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### **Desired Attributes:**

- Passion for social impact and alignment with UPAY's mission.
  - Strategic thinker with excellent organizational skills and attention to detail.
  - Self-motivated, proactive, and able to work independently and as part of a team.
  - Ability to manage multiple projects and meet tight deadlines.
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### **How to Apply:**

Interested candidates are requested to Apply at <https://forms.gle/k6K9ZyZA8Zxg2fDq8>

Join us in empowering street children and creating a brighter future for all!