

## **Advertisement for the position of Deputy Manager (Communications)– SBI Youth for India Fellowship**

### **SBI Foundation**

**Position – Deputy Manager - Communications**

**Program – SBI Youth for India Fellowship**

**Location: Mumbai**

### **Background:**

SBI Youth for India fellowship, a flagship project of SBI Foundation, provides a platform to the educated urban youth of our nation to be the 'change', they want to see in our country. It is an opportunity to live in a rural community for 13 months and to work with reputed NGOs to take up the challenge of resolving one of the many pressing problems of our rural communities.

The SBI Youth for India fellowship was started in 2011 with 27 fellows; currently, 303 fellows have completed the fellowship and more than half of them have continued to work in the development sector while some have gone on to start their own social enterprises.

### **Job Description:**

The deputy program manager/assistant program manager will be an integral part of the SBI YFI team and will contribute to developing and strengthening the program. The deputy program manager/assistant program manager will be responsible for executing and supporting the day-to-day operations of the SBI YFI Fellowship program. This role will be involved in every stage of the Fellowship including recruitment of Fellows and partner NGOs, preparation for the program, coordination of major events including Orientation, mid-point reviews, Valediction, and monitoring & evaluation of the program throughout the 13-month Fellowship.

The below-mentioned duties are only indicative and deputy program manager/assistant program manager will be required to assist the Coordinator/Program Manager in all activities required for smooth functioning of the programme.

### **Key Responsibilities:**

#### **Fellow Support and Event Management (50%)**

- Offer daily mentorship and support to Fellows currently in the field. Support them fully in their professional and personal growth during and after the fellowship. Conduct site visits in the field.
- Work with the Fellows to adjust to rural norms, customs, particularly work culture.
- Ensure that Fellows adhere to the Code of Conduct of the Fellowship and maintain the true spirit of fellowship.
- Coordinate with the Fellows and their mentors to ensure that blockers are removed and projects are on track and reporting is timely.
- Brainstorm and leverage possible linkages with institutions or other individuals to support the delivery of Fellow's projects.
- Get Feedback from the Fellows, mentors and other stakeholders regarding the Fellowship and the work of the fellows, and identify areas for improvement.
- Identify projects with potential for high impact and scalability for further resource support.
- Engage Fellows throughout the Fellowship year in professional development opportunities.

- Organize and coordinate program events including Orientation, mid-point reviews, Valediction, alumni meet and Conferences on various development topics.
- Contribute to building a strong Alumni network amongst past Fellows, and Prepare alumni references, ensuring a database of alumni activities and positions are updated.

### **Program Communication and Management (50%)**

- Manage all aspects of promotion of the Fellowship all year round: – design of communication strategy, identification of innovative efficient and targeted channels of communication, implementation of the strategy, management of social media, among others.
- Responsible for writing, editing and proofreading website and social media content.
- Take care of all kind of fellowship communication with internal and external stakeholders.
- Conduct surveys as and when required to understand the image of the Fellowship.
- Manage all agencies (any form of outsourced work such as graphic design, photography, videography or printing, etc.) to ensure an integrated marketing approach to promotion through the preparation of project briefs, vetting creative work and ensure the work is delivered on time.
- Develop and implement a Fellow’s project reporting framework to assess the strengths of the projects and to identify areas for improvement and oversee the collection and maintenance of reports and multimedia content.
- Coordinate with Fellows to ensure quality documentation in the form of project reports and any other publication as required (compilation of grass root stories, unique experiences, insights or emotional journeys).
- Develop systems, forms and records to document program activities.
- Work with an external communications team to ensure the fellowship website is up to date, accurate and has all necessary modern functionalities.
- Ideate to improve the programme design to improve the fellowship experience as well as the impact at the grassroots.
- Contribute to the application, selection and placement of the Fellows.
- Responsible to develop and maintain partnerships with partner NGOs and other stakeholders of the Fellowship.
- Participate in creating a monitoring and evaluation framework for the Fellowship. Manage the continuation and sustainability of the monitoring and evaluation framework of both the Fellows and the partner NGOs.
- Any other aspect as and when required

### **Key Skills and Competencies:**

- The post holder should have 3 to 5 years of relevant experience working directly with rural communities and with a professional experience of mass media communication/running campaign/content writing.
- Rural development Fellowship experience is preferred.
- People-oriented, with demonstrated evidence of collaborative communication skills, and strong interpersonal skills. Ability to communicate empathetically and transparently with individuals from varied backgrounds and perspectives.
- Strong writing skills- able to quickly and effectively write media collateral, emails, and reports.

- Professional experience or a strong interest in social development and social justice. Committed and open to working with diverse communities and organizations.
- Ability to advise and give high-level strategic input on program development and project scale up.
- Demonstrated experience in delivering presentations. Ability to be clear, concise, and engaging in spoken language when communicating with others.
- Skills in data analysis and visualization. Should be able to design, analyze, and work with qualitative and quantitative data.
- Strong computation skills in excel, Word, and PowerPoint.
- Strong organizational skills; strong detail-orientation.
- Demonstrated experience in coordinating events in diverse, complex environments.
- Honesty, integrity, and conscientiousness.
- Active and creative problem-solver.
- Good analytical and planning skills.
- Ability to work well and contribute effectively under pressure and in response to rapidly changing needs.
- Ability to travel as and when required.

**Reporting:** The position will directly work alongside Program Manager – SBI Youth for India Fellowship.

Designation and salary would commensurate with experience.

Female candidates will be preferred for this position.

**Position Availability:** Immediately

**Questions to be answered in SOP:**

1. Why do you want to apply for this job profile?
2. How do you meet the specifications for this role?
3. As an in charge of SBI YFI communication, where will you lead SBI YFI in next 2 years and how are you going to achieve that?
4. How do you align your long-term career vision with this role?
5. How comfortable are you with frequent travel to remote villages across India?

Deadline for applications: **31<sup>st</sup> May 2020.**

Only applications of shortlisted candidates will be acknowledged.

To Apply Visit - [www.sbifoundation.in/careers](http://www.sbifoundation.in/careers)