



## **Job Description: Senior Manager - Communications**

### **About Arghyam**

Arghyam is a charitable organization set up in 2005 with an endowment from Rohini Nilekani with the vision of Safe Sustainable Water for All. Over the last 20 years, Arghyam has supported Government and civil society organizations in 140 projects in 22 states across the country in diverse areas of groundwater, springs, water quality and rural sanitation. The work and body of knowledge generated by partnerships has shaped policy narratives, launched national and state level programs while directly impacting the lives of over 6 million people. Arghyam also runs the India Water Portal, an open knowledge platform for the sector.

**Arghyam's mission is to strengthen government systems using technology to scale participatory approaches in water security programs.**

We are driving a transformative opportunity to create societal impact at scale by designing a unified national technology infrastructure for the Government of India's National Jal Jeevan Mission. As a recognized Digital Public Infrastructure (DPI) partner for the WASH sector, Arghyam is collaborating with the Government of India to advance digital water governance by developing open APIs, strengthening state institutions and building participatory digital platforms for sustainable water management. Adopting a DPI approach with common registries, standards and open interoperable APIs, this initiative will enable innovation while allowing states to leverage existing infrastructure and enhance process transparency for all stakeholders, from local communities to the central government.

### **About the Position**

Join us at Arghyam for a transformative opportunity that offers a chance to make a profound societal impact. As we embark on an ambitious journey to build sustainable models for rural water security, your role as a Senior Communications Manager will be at the heart of building the big picture narratives to the ecosystem, to communicate the mission and impact effectively. You will be positioned at Arghyam's Bengaluru Office.

We are looking for a motivated, passionate and experienced Communications professional to understand the vision and mission of the organization, build a communication strategy and execute it. You will work closely with the leadership team to build a compelling brand story of



Arghyam and its work to reach a cross section of actors in the ecosystem including civil society organisations, experts, governments, donors and others. You will evangelise the need for Digital Public Infrastructure within the sector to solve water issues at scale, build engagement and partnerships for co-creating solutions and influence public policies/ programmes and investments on water.

### **Roles and Responsibilities:**

- **Communication Strategy**
  - Build a brand and communication strategy aligned with the organization's goals and vision.
  - Define the key target audiences and the relevant messaging for them.
  - Develop a comprehensive content calendar aligned with the communication strategy and target audience needs.
- **Communication Plan and execution**
  - Oversee the creation and dissemination of high-quality, compelling communication material and collaterals such as newsletters, press releases, brochures, etc. for partnerships, fundraising and other engagements.
  - Collaborate with program teams and work with designers and vendors to highlight success stories and impact.
  - Develop and manage the communications budget, ensuring cost-effective allocation of resources.
- **Digital Strategy**
  - Develop and implement a digital strategy that leverages online platforms to create awareness, engage stakeholders, and promote Arghyam's work.
  - Manage Arghyam's website and social media presence, email campaigns, ensuring content is up-to-date, engaging, and optimized for search engines (SEO).
  - Monitor and analyze communication metrics to measure the effectiveness.
  - Explore new digital tools and platforms to enhance the communication efforts.
- **Events & External Communications**
  - Manage media relations and develop contacts with media members, influencers, and community leaders.
  - Support activities related to organization of all events including workshops, consultations, webinars etc. keeping brand guidelines in mind.



## **Skills and Qualifications**

- Master's degree or equivalent in Communication, Marketing or Advertising, Development Communications or related fields like journalism, rural management.
- Minimum 10 years of experience in marketing communications role, preferably in a leadership role in the social sector. Familiarity with the water sector is a plus
- Proven experience in communication for fundraising, managing budgets and teams. Experience in creative design, videography and film making is a plus.
- Sound knowledge of communication strategies and media landscape.
- Excellent story telling, verbal and written communication skills.
- Abstracting insights and ability to simplify complex ideas to cater to different audiences.
- High ownership and work within tight deadlines.
- Willingness to travel when necessary.

## **What you'll love about us**

- Engaging and enabling work culture
- Opportunity to be a part of creating India's digital public infrastructure for the water sector
- Influence the narratives around solving the water problems in the country

**Compensation:** Competitive and commensurate with experience and abilities.

**Location:** Bangalore

**Last Date of Application:** **31st March 2025**

To apply for this post, please e-mail your updated resume to: [jobs@arghyam.org](mailto:jobs@arghyam.org) with a mandatory subject line "**Application for the post of Senior Manager - Communications**".