



Job Description

Job Details

Role Title	Lead - Program Communications & Marketing	Location	Delhi
Reporting To	Executive Director	Core / Field	Core

ORGANIZATION BACKGROUND:

Centre for Catalyzing Change (C3) designs and implements at-scale interventions to mobilize, equip, educate and empower women and girls to meet their full potential, to grow up as educated, informed, confident citizens of India; to live dignified and healthy lives, and to emerge as leaders in their communities.

C3 designs solutions focuses on incubating, implementing and scaling up programs on adolescent health and agency, early marriage, gender equity and prevention of GBV, women's economic empowerment, reproductive and maternal health, and family planning

POSITION SUMMARY:

The Lead will drive C3's strategic communication and brand-building efforts to strengthen the organization's visibility, credibility, and stakeholder engagement. The role will focus on positioning C3 as a thought leader in gender equality, scaled-up approaches, and as a systems support organization, while building strong brand associations with leading consumer brands, corporate partners, and public platforms. The position will design and lead initiatives that combine brand visibility and strategic communications, contributing to resource mobilisation by supporting fundraising efforts through marketing campaigns, brand partnerships, communication products, and large-scale engagement platforms.

KEY ROLES & RESPONSIBILITIES:

1. Brand Strategy and Positioning

- Craft compelling narratives, drive digital campaigns, and build partnerships to advance C3's program growth.
- Develop and implement a strategic MarCom plan to strengthen C3's brand identity and public positioning.
- Build brand narratives that highlight C3's work on gender equity, girls' education, women's leadership, and systems change.
- Ensure consistency in messaging across all communication channels including digital, media, and public platforms.

2. Brand Partnerships and Cause Marketing

- Identify and build partnerships with leading consumer brands for cause-related marketing and co-branded initiatives.
- Design campaigns that align brand visibility with social impact and fundraising objectives.

- Develop innovative brand collaborations that expand C3's reach to new audiences and supporters.
- Manage partnerships with marketing agencies, influencers, and brand collaborators.

3. Fundraising and Sponsorship-linked Campaigns

- Conceptualize and organize large-scale fundraising events, campaigns, and public engagement platforms.
- Design fundraising-led communication initiatives including digital campaigns, brand activations, and donor engagement activities.
- Work closely with the Sustainability team to align communication strategies with funding opportunities.

4. Stakeholder Engagement and Events

- Curate brand-led events, campaigns, and public platforms that increase C3's visibility and influence.
- Design events that bring together corporate partners, philanthropists, influencers, and sector leaders.
- Lead planning and execution of major brand events such as CSR forums, public dialogues, and impact showcases.

5. Strategic Communications

- Build relationships with strategic communication partners to amplify C3's work.
- Position C3 leadership in key public forums, thought leadership platforms, and sector discussions.

6. Digital and Content Strategy

- Manage digital presence- SEO-optimized website, social channels (LinkedIn, X, Instagram), and email campaigns to grow audience and engagement.
- Produce high-quality content such as films, impact stories, reports, and campaign materials.
- Use digital tools and analytics to strengthen engagement and outreach.

Note: The roles and responsibilities mentioned above are not exhaustive. Role holder will be guided to perform different tasks as necessitated by changing role within the organization and the overall objectives.

Required Qualifications & Skills:

- Master's in Communications, Marketing, Journalism, Public Health, or related field.
- 15+ years of progressive experience in communications/marketing, with 5+ years in non-profits
- Strong portfolio of digital content (social media campaigns, newsletters, reports) demonstrating impact in audience growth and engagement.
- Exceptional writing/editing skills for diverse formats; experience crafting narratives on maternal health, women's empowerment, or policy issues.
- Proficiency in digital tools: Google Workspace, Canva/Adobe Creative Suite, analytics (Google Analytics, Hootsuite/Buffer), CRM (e.g., Mailchimp), and basic SEO/WordPress.
- Multilingual capabilities (English fluency required; Hindi, and regional languages a strong plus).

- Strategic thinker with systems-level understanding of stakeholder engagement, and cross-cultural communication.
- Passion for C3's mission; collaborative team player who thrives in resource-constrained, mission-driven environments.

OTHER DETAILS

- The offer made to the selected candidate shall be commensurate with qualifications, experience and salary history.
- Please send your latest CV, with a covering letter on the link provided
Link: <https://mitr2.c3india.org/Career/Home/Application?Code=JOBID-094>
- The application must contain information about your current salary & benefits drawn (CTC).
- Only Short-listed candidates will be intimated.

C3 aims to be an equal opportunity employer. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, or disability status. Women candidates are encouraged to apply.