



## Job Description

### Marketing and Communication Specialist, Upfront

Number of vacancies:1

Location : Delhi

Position : Marketing and Communication Specialist, Upfront

Qualification: MBA/BBA

Experience: 3 to 5 years work experience in brand management, marketing, marketing communication, account management/ client servicing experience

Pay band – To be discussed

Upfront is an brand entity striving to make *wellbeing a reality for workforces*, is proudly Indian and global and is committed towards enriching the lives of the workforce\* by working for their rights, entitlements, health, agency, safety, financial security and building resilience. Upfront aims to achieve these by unlocking human potential, making 'systems' work, enabling investment on workforce wellbeing a critical value proposition for both social and business outcomes. Upfront works towards achieving the sustainable development goals (SDG) with a focus on SDG 3 (Good health and Well-being), 5 (Gender Equality), 8 (Decent Work & Economic Growth), 11 (Sustainable Cities and Communities), 13 (Climate Action) and 17 (Partnerships) to ensure sustainability, scale and impact by positively influencing and transforming policies, programs and practices.

We are seeking a dynamic and creative MarComm Lead who will play a pivotal role in shaping our organization's communication strategies with a strong marketing focus. Reporting directly to the CEO, this role is designed for a young professional with some experience in social development programs, eager to make a meaningful impact. The ideal candidate will be responsible for developing and executing communication strategies that align with our social development initiatives.

#### **Key Responsibilities:**

- **Strategic Communication:** Develop and implement comprehensive communication strategies that align with the organization's social development programs and overall mission.
- **Marketing Focus:** Lead marketing efforts to promote our programs and initiatives across various channels, including digital, social media, and traditional media.

- **Content Creation:** Craft compelling narratives, including press releases, articles, blogs, and social media content, to engage target audiences and stakeholders.
- **Brand Management:** Ensure consistency in messaging and branding across all communication materials.
- **Collaboration:** Work closely with program teams to create communication materials that effectively highlight the impact of our social development programs.
- **Analytics & Reporting:** Monitor, analyze, and report on the effectiveness of communication and marketing campaigns, making data-driven adjustments as needed.
- **Stakeholder Engagement:** Build and maintain relationships with key stakeholders, including media, partners, and donors.

**Qualifications:**

- **Experience:** 3-5 years of experience in marketing communications, preferably with a focus on social development programs.
- **Skills:** Strong understanding of digital marketing tools, social media platforms, content creation, and brand management.
- **Communication:** Exceptional written and verbal communication skills, with the ability to convey complex ideas simply and effectively.
- **Education:** A degree in Communications, Marketing, Journalism, or a related field is preferred.
- **Mindset:** Creative, proactive, and eager to contribute to social impact initiatives.

**Ideal Candidate:**

- A young professional passionate about social development and communication.
- Experience in integrating communication strategies with social development goals.
- Ability to work in a fast-paced, mission-driven environment.
- Ready to join immediately and hit the ground running.

**Application Process:**

Interested candidates are invited to send their resume and a cover letter explaining their suitability for the role to [astha.b@catalysts.org](mailto:astha.b@catalysts.org). Please include "Upfront MarComm Specialist Application" in the subject line.