**Job Description**

**HCLFoundation invites applications for the post of   
Associate Manager – Communications for HCLTech Grant**

*Please note: We are an inclusive organization and encourage applications from people of diverse backgrounds*

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| Vacancy released by | HCLFoundation |
| Vacancy code | HCLF/JD/AM/Comms/HCLTech Grant |
| Date of posting | February 18, 2025 |
| Last Date to Apply | March 10, 2025 |
| Location | Noida, Uttar Pradesh |

**About HCLFoundation**

HCLFoundation delivers the corporate social responsibility agenda of HCLTech in India through its flagship programmes and special initiatives. As a not-for-profit organization, it strives to contribute towards national and international development goals, bringing about positive impact in the lives of people through long-term sustainable programmes. HCLFoundation aims to alleviate poverty and achieve inclusive growth and development through life cycle-based, integrated community development approach that focuses on Education, Health, Skill Development and Livelihood, Environment, and Disaster Risk Reduction and Response. At present, it is implementing five flagship programmes, Samuday and HCLTech Grant (Rural Development); Uday and My Clean City (Urban Development); Harit (Environment Action) and 4 special initiatives of Power of One, Sports for Change, Academy and My E-Haat.

For more details, please visit our website – https://[www.hclfoundation.org/](http://www.hclfoundation.org/)

**Vision**

To be the source code for sustainable socio-economic and environmental development.

**Mission**

Nurture clean, green and healthy communities where everyone is empowered and equipped to reach their full potential in partnership with its employees, communities and stakeholders, while promoting volunteerism and establishing international standards of strategic planning, implementation and measuring impact.

# HCLTech Grant

Started in 2015, the HCLTech Grant is a Corporate Social Responsibility (CSR) commitment by HCLTech, through HCLFoundation in India, to strengthen and empower NGOs, engage with them, as well as recognize them for their path-breaking work. Focused on Rural Development, the HCLTech Grant is awarded in three thematic categories, namely Environment, Health, and Education. The Grant is designed to support breakthrough award-winning projects of NGOs, that have a proven track record of evident impact, high credibility and distinct ability to deliver. NGOs that reach out to marginalized, isolated, underserved and underdeveloped rural communities in India, and work jointly to achieve sustainable socio-economic development.

A countrywide competitive process identifies impactful non-profits working in the areas of environment, health and education. Guiding and informing the selection is a well-established transparent, robust and democratic methodology led by the HCLTech Grant team, independent experts and governance partners. Winners and runners-up are selected after several rounds of screening, due diligence site visits, a sub-jury round and a final jury round.

Since its inception in 2015, HCLTech Grant has impacted close to 2 million lives in 27,394 villages spread across 131 districts in 22 states & 2 union territories of India.

For more details, please visit our website – <https://www.hclfoundation.org/hcltech-grant>

**Links**

HCLFoundation: <https://www.youtube.com/watch?v=rMgq4fHTwAA>

HCLTech Grant - <https://www.youtube.com/watch?v=WC62BWGIdBw>

**Job Description**

# Overview The primary role is to assist in developing a robust communication strategy for HCLTech Grant, aligned to the CSR Policy and support execution of the same.

# Key responsibilities

1. Core responsibility:
   1. Collaborate and work with cross-functional teams and to ensure visibility and build allies among a wide variety of stakeholders.
   2. Build internal understanding and alignment around the organization’s goals and approach for developing and overseeing communications planning and the programmatic execution of those plans.
   3. Develop and execute HCLTech Grant overall communications and sustainability strategy as part of a multi-disciplinary team that includes specialists in development, communications, government relations, corporate social responsibility, knowledge management, and corporate brand management.

# Strategic communications:

* 1. Support communication needs of community activities, events and conferences that are led by HCLFoundation. Briefings, logistics, presentations, collaterals, posters, exhibition stands, conference-related tasks, invitations, data tracking, close outs and post evaluations, including management of HCLTech Grant invitation database.
  2. Support development communication needs of HCLTech Grant partners, across the country.
  3. Travel extensively to various programme sites, to remote rural and urban locations to support development communications, as well as capture impact.
  4. Regularly design and send mass mailers, manage volunteer appeals and provide updates to ensure employee engagement in the CSR initiatives of the company.
  5. Support video documentation and films, on site.

# Newsletters, brochures, quarterly updates & annual report:

* 1. HCLFoundation is committed to share its work through newsletters and annual reports with a range of audience. Hence, ensuring a high-quality, periodic turn-out of these documents on time is essential.
  2. To provide support for development and publishing of key reports such as the quarterly and sustainability reports.
  3. To support organizational affairs by responding to RFP queries and other questions on CSR for sourcing and other purposes.

# Social Media:

* 1. Support HCLTech Grant’s strategic & marketing communications social media presence (e.g. X, Facebook, YouTube and LinkedIn) as well as any other online presence-related work such as blogs, websites and more.

# Public relations & media communications:

* 1. Provide necessary support to the external communications teams on news and other media related activities. This will include media appeals, campaign related requirements, if any. Prepare HCLFoundation community activities & events calendar and ensure an adequate media coverage for all through assigned PR teams.

# Digital communication

* 1. Assist the timely development and maintenance of HCLTech Grant website. Ensure that the website is up-to-date with latest news from HCLFoundation’s programmes and initiatives. Coordinate content with the programme staff, seeking timely reports, case studies, blogs, news and regular updates.
  2. Manage and optimize SEO activities for the website and track web traffic against targets using Google analytics

# Digital database/media bank:

* 1. Initiate a media digital imagery/media bank for HCLTech Grant, ensuring that it is timely updated and fulfills the need of all internal and external communication needs of HCLFoundation.
  2. Ensure that all ethical requirements towards pictures, videos and other BCC materials are met, such as seeking informed consent from programme participants, resolutions for print are met and such.

# Brand & event management

* 1. Ensuring adherence to brand guidelines.
  2. Support in conducting brand audits from time to time.
  3. Support in overall event planning, designing and execution.
  4. Build capacities of staff and partners on brand.

1. Graphic Designing
   1. Develop and design visually compelling content for both digital and print materials, including brochures, reports, social media graphics, and infographics in complete alignment with HCLFoundation’s new brand guidelines – thus ensuring consistency in branding and messaging across all design elements.
   2. Video Editing: Create engaging and informative videos that showcase HCLTech Grant’s projects, impact stories, and initiatives. Handle all aspects of video production, including scripting, filming, editing, and post-production.
   3. Content collaboration: Collaborate with the communications team to align graphic design and video content with communication strategies. Transform complex information into visually appealing and understandable content

# Attributes and experience

* Ability to understand development issues and capability of developing community oriented Information communications and behavioral change material, that brings about social transformation on critical issues
* Exceptional command on English language – verbal and spoken, communication skills, creative writing, editing skills, graphic designing (desirable), including ability to articulate and present concepts
* Strong technical skills on website designing and management
* Strong understanding of data and analytical skills
* Ability to deal with several stakeholders, simultaneously and function smoothly.
* Willingness to travel
* Project management and time management abilities
* Self-motivated and team player
* Proficiency in written and verbal English
* Strong understanding of current trends in digital media/social media and their tools
* Skilled at managing stress and prioritizing tasks to meet deadlines in a dynamic environment
* Sound knowledge of creating and working on an integrated marketing and communication strategy for CSR initiatives
* Conceptualization and execution of events and campaigns
* Willingness to contribute and commit towards the upliftment of communities through selfless engagement
* Willing to perform other duties as may be assigned.
* Experience of working on development communications, PR, marketing, social media management, content development, preferably in the corporate/CSR/ development space
* MBA/Masters in Development Communications, English, Mass Communication, Journalism, Sustainability, Social Sciences and allied fields

# Salary: Commensurate with experience

# How to apply:

* Please submit your CV with a cover letter
* Attach a one-page write up on “**Building Authentic CSR Narrative: The Balance Between Corporate Goals & Communicating Social Impact”**
* Send your application to Robin Thomas [robin.t@hcltech.com](mailto:robin.t@hcltech.com) with CC to Ishita Tewari [ishita.tewari@hcltech.com](mailto:ishita.tewari@hcltech.com) and Ms. Priyanka Mishra [priyanka.mishra@hcltech.com](mailto:priyanka.mishra@hcltech.com) subject line: **Application for Associate Manager – Communications for HCLTech Grant**
* Last Date to apply is March 10, 2025

HCLFoundation is an Equal Opportunity Employer and promote a culture of inclusivity. We would prefer females, people with disabilities, and people with different gender identities with equal expertise over the application. People with all orientations and identities are encouraged to apply.