

Job Description

HCLFoundation invites applications for the post of Communications Officer and Graphic Designer

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

Vacancy released by	HCLFoundation
Vacancy code	HCLF/JD/Comms/20122023
Date of posting	December 20, 2023
Last Date to Apply	January 10, 2024
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/>

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.

Links

HCLFoundation: <https://youtu.be/ExxVM856rHk>

Uday: <https://youtu.be/eMRYLnEun4s>

Position 1: Communication Officer for Uday

Overview

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

Key responsibilities

1. Core responsibility:
 - a. Collaborate and work with cross-functional teams and to ensure visibility and build allies among a wide variety of stakeholders.
 - b. 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.
 - c. Develop and execute HCLFoundation's 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.
2. Strategic communications:
 - a. 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 HCLFoundation's invitation database.
 - b. Support development communication needs of HCLFoundation's partners, across the country.
 - c. Travel extensively to various programme sites, to remote rural and urban locations to support development communications, as well as capture impact.
 - d. Regularly design and send mass mailers, manage volunteer appeals and provide updates to ensure employee engagement in the CSR initiatives of the company.
 - e. Support video documentation and films, on site.

3. Newsletters, brochures, quarterly updates & annual report:
 - a. 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.
 - b. To provide support for development and publishing of key reports such as the quarterly and sustainability reports.
 - c. To support organizational affairs by responding to RFP queries and other questions on CSR for sourcing and other purposes.
4. Social Media:
 - a. Support HCLFoundation'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.
5. Public relations & media communications:
 - a. 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.
6. Digital communication
 - a. Assist the timely development and maintenance of HCLFoundation's website. Ensure that the website is up-to-date with latest news from HCLFoundation's programmes and initiatives. Coordinate generation of content with the programme staff, seeking timely reports, case studies, blogs, news and regular updates.
 - b. Manage and optimize SEO activities for the website and track web traffic against targets using Google analytics
7. Digital database/media bank:
 - a. Initiate a media digital imagery/media bank for HCLFoundation, ensuring that it is timely updated and fulfills the need of all internal and external communication needs of HCLFoundation.
 - b. 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.
8. Brand & event management
 - a. Ensuring adherence to brand guidelines.
 - b. Support in conducting brand audits from time to time.
 - c. Support in overall event planning, designing and execution.
 - d. Build capacities of staff and partners on brand.

Attributes and experience

- Ability to understand development issues and capability of developing community oriented Information communications and behavioural 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
- 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
- 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 “CSR: Communicating Impact”
- Send your application to Mili Agarwal mili.agarwal@hcl.com with CC to sumit-malik@hcl.com and subject line: Application for Communications Officer - Uday
- Applications due by January 10, 2024

Position 2: Graphic Designer with Video Production Skills

Overview

HCLFoundation is looking for a creative and versatile Graphic Designer with Video Production Skills to join our dynamic team. In this role, you will be responsible for creating visually appealing content and video materials that effectively convey our mission and initiatives.

Key responsibilities

1. Graphic design: 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 production: Create engaging and informative videos that showcase HCLFoundation'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.
4. Social media support: Assist in creating video content for social media platforms and other digital channels. Stay updated on design and video trends to keep our content fresh and relevant. Capture high-quality photographs during events and field visits, as needed.
5. Branding and event management: Support in creating collaterals for events

Qualifications

- Bachelor's degree in Graphic Design, Multimedia, or a related field
- 2-3 years of graphic design and video production experience
- Proficiency in graphic design software (e.g., Adobe Creative Suite) and video editing tools (e.g., Adobe Premiere Pro, Final Cut Pro)
- Strong creative and visual storytelling skills
- Knowledge of photography and ability to operate camera equipment
- Excellent time management and project management skills

It is preferred that the candidate have an enthusiasm for social and environmental causes and a commitment to HCLFoundation's mission.

Salary: Commensurate with experience

How to apply:

- Please submit your CV with a cover letter detailing your experience
- Portfolio showcasing your design and video work
- Send your application to Mili Agarwal mili.agarwal@hcl.com with CC to sumit-malik@hcl.com and subject line: Application for Graphic Designer
- Applications due by January 10, 2024