

Recruitment Notice: Communications Sr/Associate, Trayas

Trayas is recruiting a Communications Sr/Associate to work with us to build our brand identity and manage our digital properties.

Who we are

Trayas is a knowledge-driven public purpose enterprise. We collaborate with mission-driven partners and state governments on transformational regulatory initiatives. As an independent and trusted advisor, our mission is to inform and accelerate policy decisions that enable the greatest opportunities for our people, businesses, and communities.

We build capacities of governments and civil society to apply a principles-based lens to regulation design, execution and impact. First, through a careful count-and-catalogue approach, we identify to deep specificity the corrections required in law and policy. Second, we share evidence with decision-makers to demonstrate how recommended regulatory corrections advance prosperity.

Who we are looking for

The Communications Associate/Sr Associate will play a key strategic support role within Trayas. They will be responsible for developing high-quality communication products and tools to disseminate our research and help build, engage and grow relationships with our target audience. In the long run, the individual will help shape Trayas' brand identity, messaging and impact in the public policy space.

For us, an ideal team member can shapeshift into various roles to achieve project objectives. She can balance opposites—can run solo or in a team, do small tasks or deep uninterrupted work. Our culture prizes openness to ideas, antifragility, honesty, drive for self-improvement, adaptiveness, and collaborative working. This is of course the dream; each of our team members is different in temperament and skills. What they do share is curiosity about the world, a passion for what they choose to do, and ability to relay with others.

Role Requirements

- A creative mind
- A passion for communications for impact
- Knowledge of latest practices, trends, and tools in the communications world, including social media, digital communications, web publishing and content management
- Skills in design and production (multimedia)

- Experience using software and tools such as Canva/Stencil, MailChimp, Wordpress and Google Analytics. Adobe, InDesign, Illustrator, and Photoshop skills are a plus.
- Ability to network and work with a diversity of individuals both internally and externally
- Keen interest in socio-economic and political developmental and policy concerns is desirable
- 1-2 years of relevant work experience is desirable
- Open to working with freshers if skills, attributes, and motivation align
- A degree in communications/design/journalism is desirable.

What you will do everyday

- Support the development of organisational digital communications strategy and execution
 - Be responsible for high quality and engaging communication collaterals to promote Trayas' work across diverse stakeholders and platforms
 - Provide layout and design support for products, including for policy briefs, infographics, factsheets, illustrations, proposals, reports, and social media posts
 - Contribute to the creation of mock-ups, email campaigns, and social media content/visuals
 - Lead social media promotions across chosen platforms
 - Ensure Trayas website is updated and error-free
 - Implement SEO, SEM strategies
 - Support development and roll out of organisational newsletters
 - Conduct analytics of planned communications strategy, activities and platforms.
- Strengthen organisational visibility nationally and internationally
 - Identify external platforms and networking opportunities (conferences, seminars, research symposia, publications, networks) and facilitate engagement
 - Identify new and traditional media platforms for promoting Trayas' work and facilitate engagement
- Enhance communication systems, processes and networks
 - Assist in managing CRM efforts focused on audience retention and growth
 - Identify, liaison and build a network of high quality, cost-effective and efficient service providers (creative agencies, editors, videographers etc.)
 - Maintain and improve communications tools and processes including analytics, content trackers, databases, files and systems.
- Others:
 - Be on top of the current trends in the sector and bring new ideas to explore
 - Support Co-Founders as and when required across a wide spectrum of functions.

How to apply

Job Title

Communications Sr/Associate, Trayas

Location

We are headquartered in Delhi.

Compensation

Compensation will be commensurate with experience and skills.

Application

Candidates who are qualified should apply using the [web application form](#).

The application form asks the following in addition to basic professional and biographical details:

- a 500-word cover note explaining why this role and why Trayas
- a 100-word bio about yourself
- Uploading a CV (no-longer than 2 pages in PDF)
- Names and contact for 2 references
- Current CTC
- Expected CTC
- List of technical skills and proficiency (low, medium, high)

Applications will be reviewed on a rolling basis.

Interview process

Typically candidates will go through one assignment and 2-3 rounds of conversations with different team members or advisors. Some of these conversations will be 1:1 conversations, and some with a group. We want to get to know you, and for you to get to know us. Through the conversations we hope to gauge knowledge and skill levels, approach to work, and aspirations.
