



## COMMUNICATIONS AND MARKETING MANAGER



**About ayzh:** ayzh is a social enterprise that develops and distributes low-cost, appropriate technology designed to meet the unique needs of women and health institutions in low-resource settings, targeting the time around childbirth.

Through the sale of our customisable “kit style” products (namely our Clean Birth Kit- JANMA), our sustainable and scalable model increases availability and access to proven health commodities, while providing economic opportunity to local Indian women who package and assemble our products.

**About the SHISHU Healthy Newborn Kit:** The “SHISHU” Healthy Newborn Kit is the latest innovation from ayzh on the continuum of maternal and newborn healthcare. The kit prevents newborn deaths associated with

hypothermia, infection, and asphyxia by empowering healthcare workers and mothers with tools and information for essential newborn care through the birthing process and first 7 days of life. The contents of the kit adhere to the WHO recommendations to ensure the “clean chain” for infection reduction, the “warm chain” for thermal care and early feeding support; essential to early neonatal health care. ***The United Nations recognises our kit as a “high impact commodity that can improve newborn health and survival.”***

**Position:** Communications and Marketing manager

**Job Location:** Chennai

**Type:** Regular full-time



**About the role:** The Communications and Marketing manager is responsible for providing writing, planning and execution support for key priorities and initiatives of ayzh and will work closely with the CEO and other senior leadership team members to develop communications and collateral, as well as execute plans based on client needs.

**Responsibilities:**

- Develop communications plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Prepare and supervise the production of publicity bulletins, brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- Manage and update information and engage with users on social media sites such as Twitter and Facebook
- Research, write and distribute press releases to targeted media
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Source and manage speaking and sponsorship opportunities
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations
- Monitor, analyse and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them
- Vetting and updating information on the organisation's website

**Qualifications:** A strong candidate will have, at minimum, the following qualifications:

- Education: BA/MA degree in Marketing, Advertising, Communications or a related discipline
- Proven working experience in Communication/ Community and Public Relations required
- Proven track record of designing and executing successful public relations campaigns at both a local and international level
- Strong relationships with both local and international business and industry media outlets
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews
- Exceptional writing and editing skills
- Solid experience with social media including blogs, Facebook, Twitter, etc.
- Knowledgeable in communications software needed to perform the function: all aspects of Microsoft Office, Web-based communication tools, content management tools, HTML, etc.
- Experience in women's health and livelihood a plus



**Essential for applying (applications without the following support documentation will not qualify for further stages)**

- Please send your resumes with a cover letter expressing:
  - i) Your reasons for the interest in the project
  - ii) What do you bring to the table? (e.g., prior experiences relevant to the position)
  
- Please provide two professional references along with their email id, nature of prior engagement, name and contact number.

**Contact details for sending in resumes:**

To apply please send your CV, cover letter and references to **jobs@ayzh.com** with the subject line "ayzh communications and marketing manager".