



Communications Director

Location: Delhi, India

ABOUT PURE EARTH

Pure Earth is a growing international nonprofit addressing one of the most urgent yet solvable global health crises, toxic pollution and its profound impacts on human health. We specialize in preventing lead and mercury exposure, deploying innovative, evidence-based solutions in low- and middle-income countries worldwide. Our initiatives not only protect vulnerable children and communities today but also build sustainable systems to ensure lasting change for future generations.

Recognized globally for our impactful programs and leadership on these issues, Pure Earth enjoys strong partnerships with governments, renowned philanthropies, and leading international development institutions. Our credibility is underscored by top ratings from nonprofit evaluators such as Charity Navigator and Candid/GuideStar.

With new multi-year funding, Pure Earth is scaling up proven interventions, establishing new country offices, and broadening cross-sector collaborations. At Pure Earth, you will be part of an agile, passionate team that swiftly translates science and innovation into meaningful action. Your contributions will yield measurable outcomes, transforming lives around the globe.

Pure Earth India (registered as PE Lead India Pvt. Ltd.) leads the organization's India portfolio work to strengthen environmental health outcomes in alignment with Pure Earth's global mission. Pure Earth India collaborates closely with government systems to identify, reduce, and prevent public health risks arising from toxic lead contamination. The India office currently partners with state governments in Tamil Nadu, Maharashtra, and Bihar, with emerging engagements in additional states.

The Communications Director will report to the India Country Director, with additional functional reporting lines to senior leadership at headquarters.

POSITION SUMMARY

The Communications Director leads the development and execution of the communications strategy for the Pure Earth India office. This role is responsible for increasing visibility and awareness of Pure Earth India's mission, programs, and impact among key stakeholders and target audiences, with a particular focus on addressing lead pollution in the country. Core objectives include building and sustaining audience engagement, producing high-quality and compelling content that reflects programmatic work, growing and managing social media channels, and securing press coverage for major milestones and achievements. The Communications Director also supports the planning and delivery of high-profile events that strengthen the visibility and credibility of Pure Earth India's work.



JOB RESPONSIBILITIES

Strategy & Planning

- Develop and implement a comprehensive communications strategy aligned with Pure Earth India's mission and national priorities.
- Position Pure Earth India as a trusted leader on lead exposure, environmental health, and evidence-based action.
- Develop an in-depth understanding of PE India's stakeholders and target audience and a strategy to reach and engage with targets.

Digital Strategy:

- Launch and grow Pure Earth India's digital presence (website, social media channels, email newsletters).
- Design and execute campaigns that drive audience engagement and awareness on lead pollution and environmental health.
- Use analytics and performance insights to refine content strategy, editorial planning, and audience engagement.

Content & Storytelling

- Produce high-quality, compelling content that communicates the impact of Pure Earth's work—including stories from the field, research summaries, policy insights, and programmatic achievements.
- Support the drafting of op-eds, blogs, and reports that highlight Pure Earth India's work, insights, and accomplishments.
- Coordinate with partners to co-publish content following partnership guidelines and joint communication plans.

Media Relations & Visibility

- Build and maintain relationships with journalists, editors, and media platforms.
- Secure press coverage for major milestones, reports, field stories, and policy announcements.
- Prepare press kits, talking points, op-eds, and respond to media inquiries.

Events & External Engagement

- Support the organization, planning, and amplification of key events, workshops, policy dialogues, and launches.
- Develop communication assets (briefs, decks, speeches, videos, exhibits) to strengthen Pure Earth India's presence in these forums.
- Engage key stakeholders—including government departments, NGOs, community organizations, and local leaders—to strengthen collaboration and extend communication reach.
- Collaborate with Pure Earth HQ team to share communication assets for amplification on global channels.

Programmatic Support

- Work closely with programme, technical, and leadership teams to translate complex data and field insights into accessible communication.
- Support programmatic teams to deliver community engagement and risk communication strategies on lead toxicity elimination.



- Advise senior leadership on communication approaches for policy engagement, donor visibility, and strategic partnerships.

QUALIFICATIONS & EXPERIENCE

- Bachelor's or Master's degree in Communications, Journalism, Marketing, Public Relations, or a related field.
- **9–15 years of professional experience** in communications, digital strategy, media relations, or content development, ideally in mission-driven, social impact or research-oriented organizations.
- Experience working with government stakeholders, NGOs, research partners, and community organizations.
- Experience generating media coverage or managing relationships with journalists and media outlets.
- Demonstrated ability to craft compelling narratives—**excellent writing, editing, and storytelling skills** (long-form, short-form, social, and visual).
- Proven experience managing multi-platform digital communication channels, including social media, newsletters, and website content.
- Strong command of social analytics tools, content management systems, and basic web publishing.
- Strong project management skills—able to manage multiple deadlines, handle fast-paced work, and work cross-functionally with technical, field, and leadership teams.
- Professional proficiency in **English and Hindi** (verbal and written).
- Must have authorization to work in India.

Preferred

- Prior experience in **public health, environmental issues, climate, development sector, or science communication**.
- Familiarity with communications for advocacy, behaviour change, or policy influence.
- Ability to translate complex technical information into accessible, engaging content for diverse audiences.
- Experience producing and coordinating multi-format content: photography, basic video editing, visual design, and communication collateral.
- Knowledge of design tools (e.g., Canva, Adobe Creative Suite) is a plus.

HOW TO APPLY

Please send your resume along with a cover letter in a single email with the subject line “*Communication Director – India*” by **20th January 2026** to hiring.peleadindia@pureearth.org. Applications will be reviewed on a rolling basis.

We thank all applicants for their interest; however, only those shortlisted for an interview will be contacted.

Anticipated start date: March 2026

EQUAL OPPORTUNITY EMPLOYMENT:



It is the policy of Pure Earth India (PE Lead India Pvt. Ltd) to provide equal opportunity for all qualified persons and not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender or gender identity, age, national origin, veteran status, disability, sexual orientation or any other protected status.