

Communications Manager**New Delhi, India****About Pure Earth:**

Pure Earth (www.pureearth.org) is a global leader in improving public health and development outcomes by reducing exposure to lead and other toxic pollutants. We work closely with governments to embed evidence-based, sustainable solutions into public systems at the national scale. By translating data into action and pairing technical expertise with local partnerships, Pure Earth designs and delivers practical interventions that reduce pollution and poisoning risks, strengthen public response systems, and support long-term health and economic progress.

Position Overview:

The Communications Manager is responsible for planning and executing Pure Earth India's programmatic communications strategy and leading the Information, Education and Communication (IEC)/Social and Behaviour Change Communication (SBCC) content development. This includes day-to-day project management, coordination across state programmatic teams, partners, global team members, and vendors. This is a key role that blends strategic ownership of Pure Earth India's programmatic outputs with hands-on execution.

Reporting and Team Structure:

Reports to: Communications Director, India

Direct reports: None

Work Location:

New Delhi, India

Employment Type:

Full-Time

Scope of Work:

Key responsibilities include but are not limited to:

IEC/SBCC Communications

- Lead the design and implementation of SBCC strategies for Pure Earth India's state-level programmes, ensuring communication interventions are evidence-based, audience-centred and behaviour-focused
- Conduct or support audience analysis, barrier identification and message development for each programmatic context — including communities, consumers, traders, frontline workers and government officials
- Develop communication-content for programmatic interventions — pamphlets, posters, short videos, and other field-facing collateral.
- Work closely with program teams to understand context, map target audiences, and develop key messages and translate them into different formats.
- Collect, document, and write up field stories and document visuals from program states
- Collect and document field stories, case studies and visual evidence from programme states to capture behaviour change in action.

Editorial & Social Media

- Create engaging social media posts for programme milestones, activities, and impact stories
- Anchor PE India's newsletter — content planning, writing, and distribution
- Write and publish blogs, articles, and impact stories that translate evidence and programme work into compelling narratives for the Pure Earth website.
- Develop and review reports and briefs, donor reports, slide decks, brochures, commentary pieces, two-pagers and other documents as needed.

Project Management & Coordination

- Own programme communications outputs across owned channels
- Liaise with program teams and global comms to align messaging and timelines
- Support workshops, events, roundtables, conferences and any other events
- Update Pure Earth India's photo archives, mailing lists, and other institutional resources.
- Manage external vendors and partners (design, video, print) including scoping, timelines, and invoicing.

Success in the first 6 months:

- **SBCC pipeline:** Driving end-to-end field rollout of at least two IEC/SBCC material sets across state/national programmes.
- **SBCC monitoring and metrics:** Developing a monitoring tracker in close collaboration with programme teams, India leadership and HQ.
- **Field-sourced storytelling:** At least three-four blogs/articles or case studies, which can be used on Pure Earth's website, for donor reports, and external sharing.
- **Editorial calendar and channels:** Developing and publishing programme-focused social media and newsletter editions on schedule.
- **Vendor and budget management:** Briefing, tracking, contract management, and invoicing for external vendors, without missed timelines.
- **First point of contact for programme teams:** State programme teams are routing content requests and updates to the Manager directly.

Required Qualifications and Experiences:

Education

- Master's degree in Communications, Journalism, Public Relations, Development Studies, Public Health, Social Work, or a related field; or an equivalent combination of education and professional experience.

Experience

- 6–10 years of experience in communications, preferably within the development sector; prior exposure to public health or environmental health programs is preferred.
- Demonstrated experience designing and implementing SBCC campaigns for community-level behaviour change — from audience analysis and message development through to material production and rollout
- Experience developing IEC materials in Hindi and English for diverse audiences including communities, frontline workers and government officials
- Strong written English; ability to adapt tone across formats (social, newsletter, IEC materials, storytelling).
- Basic design skills; working proficiency in Canva is mandatory.
- Experience managing a WordPress website.

- Familiarity with newsletter/email tools such as Mailchimp, HubSpot etc.
- Comfort using project management tools (e.g., Asana, Trello, Notion or similar).
- Willingness to travel periodically to program states.

Salary:

₹16,00,000–₹20,00,000 per annum (CTC), commensurate with experience.

Equal Employment Opportunity

It is the policy of Pure Earth 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, disability, sexual orientation or any other protected status.

This job description may be revised and updated as required to meet organizational objectives.