



**JOIN OUR FIGHT
FOR CHILDREN AT RISK
ON THE STREETS**

**NATIONAL MANAGER - MARKETING AND
CORPORATE COMMUNICATION**

RECRUITMENT PACK

RAILWAY
children
Fighting for street children



WE BELIEVE IN A WORLD WHERE NO CHILD HAS TO LIVE ON THE STREETS

At Railway Children India, we fight for vulnerable children who live alone and at risk on the streets, where they face abuse and exploitation. They run away or are forced to leave homes where they suffer poverty, violence, abuse and neglect.

They find themselves living on the streets because they have nowhere else to go and nobody to turn to.

Every day we fight to change their story.

EVERY 5 MINUTES A CHILD ARRIVES ALONE AND DESPERATE ON A RAILWAY PLATFORM IN INDIA

Abusers know exactly where to find them and how to lure them in. Once in their hands, most street children are lost forever. We're there to reach them first.

We aim to reach these children as soon as they arrive on the streets and intervene before an abuser can.

Our pioneering work enables us to get to children before the streets get to them.



WE KEEP CHILDREN OFF THE STREETS FOR GOOD

WE DO THIS IN THREE WAYS

ON THE STREETS

We race to reach a child on the streets before abusers, drug dealers and traffickers do. Finding them shelter, food and support is the first step.

IN COMMUNITIES

We work with families, neighbours and wider communities to raise awareness, change perceptions and to help all children get the support they need to stay safe.

WITH GOVERNMENTS

If the system doesn't change, nothing does. We lobby governments, pressurise and campaign until we get the policy changes that keep children safe, well and off the streets forever.



WE WILL NEVER STOP FIGHTING FOR STREET CHILDREN. WILL YOU?

At Railway Children India, we see ourselves as warriors, united in changing the long-term future for children living alone and at risk on the streets.

Our passion and values underpin everything we do. They unite us and provide the energy and optimism that drives us to work harder and harder for the children and young people we are privileged to help.

If you share our passion and our values, the chances are, you'll fit right in.

Effectiveness

Our work is constantly judged on results and impact and then assessed to ensure maximum return on investment, both in our programme outputs and financially. Every penny of donors' money is invested with care and attention to detail.

Innovation

We think outside the box, and are constantly reviewing our work to find new and improved ways of doing the best for our beneficiaries. We lead rather than follow and constantly push ourselves to deliver sector leading work.

Bravery

We are not afraid to push the boundaries, ask the tough questions, try new things or challenge the norm in order to change the world.

Honesty & integrity

We will always act with integrity towards our supporters, partners and peers, acting in the best interests of our beneficiaries at all times.

Sound like you? Then read on...



THE ROLE

NATIONAL MANAGER- MARKETING AND CORPORATE COMMUNICATION

Salary: 12,00,000/- per annum

Location: Delhi

Reporting to: Head of Fundraising

JOB PURPOSE

- The position will be involved in all areas of our marketing both internally and externally.
- Working with the RCI Fund Raising team and UK marketing department, you will design, develop and implement a strategy that will deliver ambitious brand, fundraising and commercial objectives.
- You will also play an integral part in meeting the needs of our fundraising and programme team here in India,
- Work directly with our international marketing, fundraising, corporate and programme teams to manage, integrate and deliver cross-channel communications to a diverse range of stakeholders.
- Monitor, evaluate and report on all our marketing materials to ensure we maximise ROI based on employee hours, third party costs and the results achieved relevant to the brief.
- Protect and promote Railway Children India's brand across India.

ABOUT YOU

KEY RESPONSIBILITIES:

Leadership and Management

- The development and leadership of the marketing function, working closely with the Head of Fundraising in India to ensure all activities and plans are aligned.
- Leadership and development of all key areas of the RCI marketing strategy, ensuring seamless integration with the wider organisational team and plans.
- Administration of the marketing department.
- Design and Implement the systems and procedures to ensure the efficient and effective running of the department.
- Prepares the annual budget and fiscal year projections for RCI's digital programs in conjunction with director.

Strategy and Planning

- Contribute to the strategic direction of the department, building plans in line with the charities overall business objectives, supporting the Country Director and Head of Fundraising to ensure plans remain on track.
- Plan and manage annual departmental budgets.
- Work with the Senior Management Team and where appropriate, external suppliers to ensure communications complement the overall brand and marketing strategy where appropriate.
- Design and delivery of integrated communications plans, and marketing materials for online and offline channels.
- Ensure to implement insight, monitoring and measurement processes.

Brand

- To act as a brand champion and guardian for the charity and our brand assets across all platforms
- Continued development, reinforcement and protection of the Railway Children India brand, ensuring all assets are continually refreshed, updated and accessible.
- Work with the UK marketing team and any external supplier to ensure consistent use of our brand and strong strategic design across all communications.

Project Management

- Assist in the management of appeals and campaigns, ensuring alignment with the activities and needs of our fundraising and programme teams.
- Preparation of creative briefs, copy and project plans.
- Support the coordination of print and media campaigns, including procurement, production, and distribution of collateral.
- Project managing multiple initiatives simultaneously.

Digital Marketing and Fundraising

- Work with the UK Digital Marketing Manager to develop and manage a Railway Children India website portal.
- Work with the wider team to seamlessly coordinate all social media content across integrated social media platforms, providing one united voice.
- Service and coordinate web content using and maintaining our content management systems.
- Monitor and manage our use of Search Engine Optimisation and web analytical tools.
- Analyse and interpret digital results and develops and implements strategies that drive maximum revenue generation and growth to ensure short-term and long-term direct marketing program goals are met
- Responsible for approving digital media plans. Ensuring the optimal audiences and media outlets are selected for achieving the desired revenue and donor goals for each campaign.
- Proven record in the development and coordination of strategies and goals for online fundraising and lead-generation
- Ability to clearly and concisely convey information other people may not be familiar with through charts, graphs, and written communication
- Assist with tracking and analysis of donations and leads generated through advertising efforts Evaluate the success of online ad campaigns and suggest changes in strategy accordingly

International

- Liaise with relevant colleagues in the Countries and Regions to develop guidance and processes for producing effective and coordinated marketing plans.
- To ensure consistent use of brand assets across the territory, building engagement and understanding with key stakeholders overseas.

EXPECTED COMPETENCIES:

- 8 to 10 years of minimum experience in raising significant funds from individual donors.
- Master's degree in Marketing or Communications
- Experience of building and delivering joint working plans.
- The ability to deliver growth and targets through other people, agencies and own initiatives.
- High degree of commercial astuteness and a passion for growing income.
- Experience of developing strong communication plans.
- Experience of engaging people in a complex, distressing and often hidden issue.
- The ability to segment and target audiences or markets.
- Energetic and highly driven with a sales focus.
- Good organisational skills and the ability to work to deadlines.
- Strong monitoring and evaluation skills.
- A passion for analysing supporter data and developing insight for targeted campaign activity.

EXPECTED ATTITUDE:

- Alignment with core organisational values of integrity, bravery, innovation, effectiveness
- Conduct yourself in accordance with the rules of 'Child Safeguarding Policy' and 'Code of Conduct Policy' in your Professional and Personal life-which includes reporting suspicions of child abuse or any breach of these policies
- Commitment towards working on the cause of children in difficult circumstances
- The person may need to undertake any other tasks that may reasonably be required to fulfil the duties of this post.
- Superior organization and time management skills
- Creativity and an excellent command of the English language are critical communicating persuasively, both in person and in writing.
- Ability to think 'out of the box' is necessary.

ADDITIONAL ATTITUDE (S)

- As per the Job description



STILL INTERESTED?

JOB REFERENCE:

National Manager-Marketing and Communication – RCI.

HOW TO APPLY...

The eligible candidates may send their application along with a cover letter at careers.india@railwaychildren.org.in by 15/10/19. Please mention 'job reference' in subject line of application. Applications received without correct subject line will not be reviewed.

'At Railway Children India we are committed to the safeguarding and protection of all those who come into contact with us in our work. We follow a range of procedures to ensure that only those who are suitable to work with children are recruited. This post is subject to a range of vetting checks including police verification.'

Due to the high volume of applications often received, only those found suitable for the role will be contacted.

THANK YOU.

RAILWAY
children
Fighting for street children