

Job Title: Communications Associate

Department: Communications

Reports To: Chief Executive Officer

Location: Mumbai (Goregaon) | On-site

Employment Type: Full-time

About Veruschka Foundation

Veruschka Foundation empowers individuals with developmental disabilities to become contributing members of society through the power of food. Using cookery as a medium, the organisation provides sustainable livelihood opportunities and promotes independence through entrepreneurship, mainstream employment, and life skills development.

Website: <https://theveruschkafoundation.org>

Purpose of the Role

The Communications Associate will be responsible for shaping and amplifying the organisation's voice across a wide range of stakeholders by crafting compelling narratives, driving visibility, and strengthening the organisation's positioning as a thought leader in skill development and intellectual disability. Veruschka Foundation is entering a critical growth phase. Through strategic storytelling and effective engagement, this role will enable Veruschka Foundation to attract meaningful partnerships and unlock new opportunities for growth.

Key Responsibilities

1. Strategy and Planning

- Design and implement an annual communications strategy and quarterly content calendars aligned with the programme and fundraising goals.
- Create structured plans to position Veruschka Foundation as a thought leader in skill development and intellectual disability.
- Track and report progress against communication targets, and ensure timely execution of plans.

2. Brand development

- Develop and roll out brand guidelines to ensure consistency in tone, design, and messaging across all platforms.
- Conduct and analyse a brand perception survey across stakeholders to inform brand positioning.
- Craft a compelling organisational narrative through storytelling.

3. Collateral Development

- Create, review, and update all organisational collaterals including master proposals, concept notes, programme decks, pitch decks, brochures, and event materials.
- Collaborate with internal teams to collect relevant stories, visuals, and updates.
- Ensure all content adheres to branding guidelines and communicates the impact effectively.

4. Social Media Management

- Manage Veruschka Foundation's presence on Instagram, Facebook, LinkedIn, and other relevant platforms.
- Develop and maintain a dynamic social media calendar and increase engagement through consistent and meaningful content.

5. Media and Public Relations

- Build relationships with journalists, digital media platforms, and press outlets to amplify the organisation's work.
- Draft press releases, pitch stories, and secure meaningful media coverage.
- Manage the representation of the organisation, and coordinate participation at relevant panels, conferences, and campaigns.

6. Thought Leadership

- Strategise, initiate and manage collaborative campaigns with partner organisations, funders, and sector peers.
- Design thematic newsletters on relevant topics such as *intellectual disability* and *skill development* to engage stakeholders.

7. Annual Reporting

- Lead the process of creating the organisation's Annual Report, working closely with internal and external contributors.
 - Ensure timely collection of data, narratives, and design inputs for the final publication.
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Key Requirements

Education

- Graduate (mandatory)
- Postgraduate or relevant degree in communications/media (preferred)

Experience

- Minimum 1 year in communications (mandatory); social sector experience (preferred)

Skills and Knowledge

- Excellent written and verbal communication skills in English
- Strong writing and storytelling ability across formats (impact stories, reports, social media, decks)
- Proficiency in Canva, PowerPoint, and basic design tools (Illustrator a plus)
- Understanding of social media management, including campaign planning and analytics
- Process-oriented, with strong attention to detail and the ability to manage multiple projects
- Creative, analytical, and strategic thinker

Desired Attitude and Mindset

- Self-starter with a proactive approach to content collection and execution
 - Deadline-oriented with strong ownership and planning
 - Creative mindset with a keen eye for innovation in communication
 - Collaborative and confident in engaging with cross-functional teams and external partners
 - Passionate about inclusion, equity, and disability rights
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Collaboration and Stakeholder Interaction

The Communications Associate will closely work with:

- **Internal:** Chief Executive Officer, Faculty, Program managers, Program officers, Programs and Partnerships Lead
 - **External:** Consultant for Annual report
 - Partner organisations and external stakeholders for testimonials, joint posts, and campaigns
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Why Join Veruschka Foundation?

At Veruschka Foundation, we empower individuals with intellectual disabilities through a unique culinary-based model that blends disability advocacy, skill-building, and livelihood creation. As we grow, we offer our team:

- A chance to build systems from the ground up in a dynamic, scaling organization
 - Opportunities to lead, problem-solve, and make decisions
 - A diverse, collaborative team culture with professionals from multiple sectors
 - A positive, supportive work environment with strong mentorship and leadership access
 - Regular team bonding activities, an open-door policy, and an emphasis on personal growth
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