

Job Description

Communications Specialist

ORGANIZATION	National Institute of Urban Affairs (NIUA)
PROJECT NAME	Communications Department
FUNCTIONAL TITLE	Communications Specialist
NO. OF POSTS	1
DUTY STATION	New Delhi

About the National Institute of Urban Affairs (NIUA):

Established in 1976, the National Institute of Urban Affairs (NIUA) is a premier institute of the Ministry of Housing and Urban Affairs, Government of India, for research and capacity building for the urban sector in India. For more than 40 years now, NIUA has been actively working on bringing forth key areas of concern for urban India to build the urban discourse at various urban scales. It has utilised its competencies in research, knowledge management, policy advocacy and capacity building to address urban challenges and continuously striving to develop sustainable, inclusive, and productive urban ecosystems in the country. It has emerged as a thought leader and knowledge hub for urban development in India and is sought after by both Indian and international organisations for collaborations and partnerships in India's urban transforming journey. NIUA is committed towards aligning its efforts towards achieving Sustainable Development Goals (SDGs) through all its initiatives and programmes. Read more about NIUA at niua.in

Job Summary:

We are seeking a skilled and proactive Communication Specialist to join our team. The ideal candidate will be responsible for developing and executing effective internal and external communication strategies that support our brand, mission, and business objectives. This role involves content creation, media relations, employee communications, social media management, and public relations support.

Key Responsibilities:

- Develop and implement communication strategies to effectively convey key messages to internal and external stakeholders.
- Write and edit high-quality content, including press releases, newsletters, blog posts, social media updates, website copy, and internal memos.
- Collaborate with leadership team to ensure consistent messaging and brand alignment.
- Manage media relations, including building relationships with journalists and handling media inquiries.
- Oversee institute's social media presence, ensuring content is engaging, timely, and aligned with branding of the institute.

- Monitor media coverage, industry trends, provide reports and insights to leadership.
- Organize and coordinate internal/External communication campaigns.

Qualifications & Experience:

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field.
- 10 –15 years of proven experience in a communications role.
- Excellent writing, editing, and proofreading skills.
- Strong interpersonal and communication skills.
- Experience managing social media platforms and digital content.
- Ability to work independently and manage multiple projects simultaneously.
- Familiarity with media monitoring tools and content management systems (CMS) is a plus.
- Graphic design or video editing experience is a bonus.
- Experience working in government sector.
- Knowledge of SEO and digital marketing best practices.
- Proficiency with tools like Canva, Adobe Creative Suite, or similar.