

About the National Institute of Urban Affairs (NIUA)

Established in 1976, NIUA, is a premier Institute of the Ministry of Housing and Urban Affairs, Government of India for research and capacity building for urban sector in India. NIUA's broad objective is to bridge the gap between research and practice on issues related to urbanization. For more than 40 years now, NIUA has been the vanguard for contributing to and building the urban narrative for a fast-evolving Urban India. The Institution has been actively working on bringing forth key areas of concern for urban India in order to build the urban discourse at various urban scales. It has utilized 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 out by both Indian and International organizations 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 programs.

About NIUA's Water and Environment Vertical

The Water and Environment vertical at NIUA focuses on creating frameworks, mechanisms, and pathways that enable Indian cities to manage their water and environmental sectors sustainably. Aligned with India's Ministry of Housing and Urban Affairs, our efforts are geared towards driving tangible, on-ground change. We collaborate with the Ministry to implement various national Urban Missions and initiatives that impact urban water and environmental management. Additionally, we partner with a wide array of national and international resource organizations with similar goals and mandates.

Our work in urban water and environmental management typically includes:

- Developing national-level strategic frameworks, guidance documents, and advisories to facilitate actionable outcomes across all cities.
- Creating digital tools and instruments to help cities advance their capabilities.
- Conducting action-oriented research on emerging, underexplored topics.
- Supporting the piloting of innovative concepts and technologies through demonstration projects.
- Designing specialized capacity-building modules and certification programs.

About the Project

Strengthening the River Cities Alliance (Code: RCA 2.0): The National Mission for Clean Ganga (NMCG) and NIUA established the River Cities Alliance (RCA) with a vision to promote long-term conservation and rejuvenation of urban rivers. RCA provides a platform for river cities in India to gain, share, and exchange knowledge on implementing different aspects of managing urban rivers. It was launched on 25 November 2021 by the Hon'ble Minister for Jal Shakti, Government of India. In addition to serving as a knowledge exchange platform, RCA also provides NMCG and NIUA a unique cohort of cities to mentor and handhold so that they can serve as model cities for urban river management. NIUA serves as the Secretariat for RCA and organises five categories of activities for the RCA members—Capacity building of member cities; Networking events for exchange of knowledge among member cities; Demand-driven technical support for member cities; Expanding the knowledge base on different

aspects of urban river management; and Documenting and disseminating good practices of member cities within the network and beyond.

Title: (Senior) Communications Specialist

Project Code: RCA 2.0

Reports to: National Programme Coordinator

Core Responsibilities:

1. Develop and implement strategies to position RCA nationally and internationally
2. Draft, edit, and distribute a variety of communication materials including press releases, newsletters, blog posts, reports, and internal memos.
3. Manage RCA's social media platform, including content planning, posting, and performance monitoring.
4. Manage and update the RCA website regularly
5. Coordinate media relations efforts, including writing media pitches, maintaining press lists, and organizing interviews or press events.
6. Support branding and messaging consistency across all digital and print materials.
7. Monitor media coverage, track KPIs, and prepare communication performance reports.
8. Ensure the publication of relevant material on topical days, e.g. World Rivers Day, World Water Day
9. Carry out any other tasks assigned by the National Programme Coordinator

Education Qualifications & Experience

1. Masters in Communications/Journalism or a related discipline
2. 7–10 years of experience, out of which at least 5 in the water/environment sector.
3. Experience in designing and implementing programmatic communication strategies
4. Experience in liaising with print and visual media
5. Demonstrated ability to design and implement impactful social media feed
6. Demonstrated ability to produce visually appealing and impactful infographics and stories.
7. Excellent communication skills (both written and verbal) in English and Hindi
8. Strong inter personnel and co-ordination skills, working independently, and flexibly.
9. Willingness to travel to the project locations across India as required.

Application Process –

- Interested candidates are required to submit a detailed CV that highlights relevant experience via the NIUA portal. The application deadline is 28 August 2025.
- Because of the urgency of the assignment, applications will be reviewed on a weekly basis and interviews conducted periodically.
- Candidates are encouraged to provide at least two professional references to verify their professional credentials.
- Only shortlisted candidates will be contacted for an interview. Shortlisted candidates may choose to attend the interview online. A link for the interview will be provided by the recruitment team in advance.

- If necessary, the selection committee may invite candidates for a second round of in-person interviews.
- No TA/DA will be provided for attending the interview.