

TATA TRUSTS

Role Details		
1.	Role	Senior Manager, Brand & Social Impact Communications
2.	Grade	3B
3.	Function	Brand & Marketing Communications
4.	Location	Mumbai
5.	Nature of Employment	FTE-3 years
6.	Reporting to	Head, Brand & Marketing Communications

Role Overview:

Will play a pivotal role in enhancing and safeguarding the Tata Trusts' brand and narrative. This role will lead strategic communications for brand Tata Trusts as well as for key programs, thought-leadership initiatives, marquee events, and stakeholder engagement to strengthen the Trusts' position as a thought leader.

Key Responsibilities:

1.	Conceptualize and execute integrated brand communication campaigns that strengthen the Trusts' identity, visibility, and recall
2.	Strengthen the Trusts' brand presence across India by crafting compelling narratives that highlight impact, innovation, and nation building
3.	Work with program teams, and partners to design and execute behavior change campaigns that help to amplify program impact.
4.	Lead the design and commissioning of both qualitative and quantitative research including brand track studies to measure awareness, perception, and equity of Tata Trusts.
5.	Identify, evaluate, and manage strategic brand partnerships that enhance the Trusts' reach, credibility, and impact
6.	Build cause-driven campaigns that raise awareness, mobilize audiences, and drive impact
7.	Manage communication for executive leadership across forums, media interactions, and events
8.	Lead the development, and maintenance of the Tata Trusts brand suite, ensuring consistent application across all touchpoints

Stakeholders

Relationship (within organization)	CEO, Function Heads, Program teams & other support functions
Relationship (outside organization)	Creative agencies

Skills & Competencies:

<ul style="list-style-type: none">Strong cross-sector communication expertise, with the ability to borrow and integrate best practices to elevate effectiveness of communication narratives and outcomes
<ul style="list-style-type: none">Strategic thinker adept at shaping organisational priorities into persuasive, high-impact communication narratives
<ul style="list-style-type: none">Demonstrated experience of leading qualitative and quantitative research projects as well as managing large national & international events involving various stakeholders
<ul style="list-style-type: none">Exceptional writing, storytelling, and presentation skills
<ul style="list-style-type: none">Ability to manage multiple projects, meet timelines, and work with cross-functional teams across various levels
<ul style="list-style-type: none">High EQ, a collaborative approach, and a positive, enabling attitude that strengthens team culture
<ul style="list-style-type: none">Experience in managing & working with creative, research, event, PR, SM & digital agencies

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Essential Qualification & Experience:	
•	MBA in Marketing from a reputed institution
•	Minimum 10-12 years of overall experience in marketing/communications with 3-4 years in social sector will be desirable
•	Proven track record of leading strategic communication initiatives for large organisations or national-level programs.