

# TATA TRUSTS

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

Role Overview:
<p>This role offers a unique opportunity to shape and amplify the narrative of one of India's most respected philanthropic institutions. The incumbent will play a pivotal role in strengthening the Tata Trusts brand, driving thought leadership, and advancing strategic communications that inspire action, influence discourse, and showcase impact at scale.</p> <p>Working closely with leadership, programme teams, partners, and agencies, the role will lead communication strategies for the Tata Trusts brand, flagship programmes, marquee events, and high-impact initiatives. The ideal candidate will combine strategic thinking, storytelling excellence, and a deep understanding of the transformative role that communications can play.</p> <p>The role offers the opportunity to influence conversations that matter, work alongside visionary leaders and experts, and create communication that drives both societal impact and organizational brand equity.</p>

Key Responsibilities:	
1.	Conceptualize and lead integrated brand communication campaigns that strengthen the Tata Trusts' identity, visibility, and public engagement.
2.	Strengthen the Trusts' brand presence across India by crafting compelling narratives that highlight impact, innovation, and nation building.
3.	Partner with programme teams, and external collaborators to design and execute strategic behavior change communication initiatives that enhance programme outcomes and drive impact.
4.	Lead the design and execution of qualitative and quantitative research including brand health and perception studies to generate actionable insights and inform communication strategy.
5.	Identify, evaluate, and cultivate strategic partnerships that expand the Trusts' reach, credibility, influence, and ability to drive meaningful conversations at scale.
6.	Develop and execute cause-led campaigns cause-driven campaigns that raise awareness, inspire participation, mobilize stakeholders around critical social issues.
8.	Steward and evolve the Tata Trusts brand architecture and identity system, ensuring consistency, excellence, and alignment across all communication touchpoints.

Stakeholders	
Relationship (within organization)	CEO, Function Heads, Program teams & other support functions
Relationship (outside organization)	Creative, Digital, PR, Research, Event, and Strategic Communications Partners

Skills & Competencies:
<ul style="list-style-type: none"> <li>Strong cross-sector communication expertise, with the ability to borrow and integrate best practices to elevate effectiveness of communication narratives and outcomes.</li> </ul>
<ul style="list-style-type: none"> <li>Strategic thinker adept at shaping organisational priorities into persuasive, high-impact communication narratives.</li> </ul>

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<ul style="list-style-type: none"><li>• Demonstrated experience of leading qualitative and quantitative research projects as well as managing large national &amp; international events involving various stakeholders.</li></ul>
<ul style="list-style-type: none"><li>• Exceptional storytelling, writing, editorial, and presentation skills with a sharp understanding of audience-centric communication.</li></ul>
<ul style="list-style-type: none"><li>• Strong project leadership capabilities with the ability to manage multiple priorities, work under ambiguity, and collaborate effectively across functions and seniority levels.</li></ul>
<ul style="list-style-type: none"><li>• High EQ, a collaborative approach, and a positive, enabling attitude that strengthens team culture.</li></ul>
<ul style="list-style-type: none"><li>• Experience in managing &amp; working with creative, research, event, PR, SM &amp; digital agencies.</li></ul>
<b>Essential Qualification &amp; Experience:</b>
<ul style="list-style-type: none"><li>• MBA in Marketing, Communications, or a related discipline from a reputed institution.</li></ul>
<ul style="list-style-type: none"><li>• 8-12 years of experience across brand, marketing, corporate, or strategic communications with exposure to the social impact or development sector being desirable.</li></ul>
<ul style="list-style-type: none"><li>• Demonstrated track record of building brands, shaping narratives, and leading high impact communication initiatives for large organisations, institutions, or nationally significant programmes.</li></ul>