

Post of Communications Officer:

Name of Post	Communications Officer (part time)
Advertisement number	4icall/1/2021/01
No of Posts	01
Last date of Application	20 th January 2022
Remuneration	25000 per month
Position Type	24 Hours a week

About iCALL Psychosocial Helpline:

iCALL Psychosocial Helpline; a field action project of the School of Human Ecology at the Tata Institute of Social Sciences Mumbai, provides counselling, support, information and referral to individuals in emotional and psychological distress, over the telephone, email and chat. The helpline currently runs six days a week, from Monday to Saturday, from 8 AM to 10 PM. Apart from service provision, iCALL engages in various research, capacity building and outreach efforts independently and in partnership with State Governments and NGOs across the country.

Job Profile:

The candidate shall report directly to the Programme Coordinator at iCALL, and shall be responsible for the following:

- Handling social media accounts of iCALL on Facebook, Twitter and Instagram, responding to DMs regularly
- Generating engagement on iCALL website
- Creating posters that can be used as IEC and publicity for all social media platforms
- Posting about trainings/workshops, awareness sessions, major developments of iCALL regularly on social media
- Running campaigns on social media to bring more visibility to iCALL's work
- Having live chats on topics related to mental health
- Preparing elaborate & robust communication plan for iCALL
- Submitting regular reports to highlight work undertaken
- Administrative management to tasks related to communications within TISS

Desirous Candidates Must:

- Possess **Master's Degree in Advertising, Digital marketing, Media & culture studies and Mass Communication with experience in the social development sector.**

- Have experience of a minimum of 2 years of working in an organisation dedicated to the cause of mental health with an added experience of overseeing communications
- Should be sensitive to issues related to mental health and must have sensitivity to challenges faced by marginalised communities
- Have excellent writing & communication skills
- Possess graphic designing skills & be comfortable using apps like Canva, Photoshop, Adobe Spark, etc for designing digital content
- Speak English and Hindi and **at least one regional language** fluently and possess good writing skills in English
- Be willing to commit for a duration of at least a year
- Be willing to work for flexible hours
- Be willing to undergo training for building understanding of mental health & wellbeing as desired by iCALL
- Be willing to travel within Mumbai and to different parts of the country

Candidates shall be required to be based permanently in Mumbai for the tenure of their contract. Preference shall be given to candidates based in Mumbai presently. The position is for the initial period of one year, and will be extended depending on performance.

Applications are to be emailed to icallhelpline@gmail.com with a subject line 'Application for post of Communications Officer'. Last Date of Applications is 20th January 2022. Applications received later than the aforesaid date will not be entertained.

For further enquiries contact

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Programme Associates

iCALL Psychosocial

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iCALL Psychosocial Helpline

School of Human Ecology