

Micro Finance Institutions Network (MFIN)

JOB DESCRIPTION

Job Title: Assistant Vice President, Communications

Location: Gurugram, Delhi NCR

Reporting to: Chief Executive Officer (CEO)

Background

Microfinance Institutions Network (MFIN) is the primary representative body and the Self-Regulatory Organization (SRO) for Non-Banking Finance Companies (NBFCs) Microfinance Institutions (MFIs) regulated by the Reserve Bank of India (RBI). MFIN works with a broader financial inclusion ecosystem to ensure that its members and the microfinance industry can optimize their potential to achieve the financial inclusion agenda. MFIN currently has a membership of 50 NBFC-MFIs which on an aggregate basis constitute over 90% of the microfinance business in India. MFIN also has 40 associates which includes NBFCs, Small Finance Banks, main stream Banks. The core areas of work for MFIN are Self-Regulation, Advocacy & Development, State Initiatives and Communications. More details are given at our website www.mfinindia.org

Job Profile:

The role and responsibilities of **Assistant Vice President, Communications** will be as follows:

Key Roles and Responsibilities:

Communications:

- Content generation for social media platforms, media relation activities, publications and website
- Create collaterals like annual report, brochures, newsletter, blog and short movies
- Editing and proof reading of MFIN's publications and reports
- Coordinate with vendors like media agency, website maintenance and event management consultants to ensure regular upgradation

Public Relations:

- Assist in preparation of various power point presentations for MFIN leadership
- Media relationship at national, states and district levels directly or through PR Agency
- Organise press conferences and media interface to development healthy relationship between Media and Member NBFC-MFI companies
- Liaison with local media in case of crisis at field level
- Ensure appropriate media coverage of events

Events:

- Take initiatives to integrate all resources to make MFIN's events successful
- Oversee coordination of events, including agenda / programs, session formation, arrangement of speakers and event management consultant's work

EXPERIENCE AND SKILLS REQUIRED

	Essential
Core	1. A commitment to MFIN's core values of human dignity and worth. 2. Sensitivity towards gender, ethnic and cultural identities.
Qualification & Experience	3. Master's Degree with specialisation in Communications from a reputed institute 4. Minimum of 7-9 years of professional experience in the field of Communications and PR functions

	<ol style="list-style-type: none"> 5. Experience in creating collaterals – print & video 6. Knowledge of media relations work, either directly or working through a PR agency. Network with Media journalists. 7. Adept at using social media—LinkedIn, Twitter, and YouTube 8. Basic knowledge of organizing events, either directly or working through an event management company 9. Handling a media crisis—even if it was only as a part of a bigger team 10. Good writing skills—both in grammar and the ability to write fast 11. Understanding of budget management and cost effectiveness
Skills and Abilities	<ol style="list-style-type: none"> 12. Pro-active, logical reasoning ability, problem solving, analytical mind set and detail oriented 13. Ability to work independently and multi-task and handle communication across various levels 14. Good command on Hindi and English languages

HOW TO APPLY: Please write a covering letter to give instances of how you have experience to meet job requirement and submit along with resume to sharadgarg@mfinindia.org latest by 12th November 2018.

CONTACT: Sharad Garg, Manager – Operations, MFIN
EMAIL ID: sharadgarg@mfinindia.org
PLACE: Gurugram, Haryana-122002, India