

# Job Description

**Job Title:** Content and Research Executive

**Reporting to:** Senior Manager – Communications and HR

**Department:** Marketing and Communications

**Location:** Hyderabad

**Work Schedule:** Full time position. Core Hours of Monday-Friday, 9:00 to 5:00 pm and 9:00 am to 2:00pm on second, fourth and fifth Saturdays. Must be able to work a flexible schedule, including early morning, evening, and weekend work.

**1. Overall Purpose of this Role:** This role will help the Senior Manager in research, strategy and development of compelling stories of organizational impact. The role will require visit to the field and a keen eye in identifying story ideas and bringing them to life on various communication platforms. The individual would be responsible to maintain content repository for the organization and strategize on building engaging content.

**2. Key Accountabilities:**

- Creating a searchable content library that will house partial and finalized materials and serve as a resource for the development of future content
- Working closely with Program Team in capturing essence of all the running projects by physically visiting all the partner NGOs and making an assessment and writing success stories of all NGOs which can be shared with Donors.
- Collaborating with the Marketing and Communication department to create ideas for new content and with direction from staff, implementing new strategies.
- Writing and creating diverse types of shareable content for use on website, social media outlets and in e-blasts that create awareness and evoke donations.
- Collecting agency data, outcomes and other statistics and presenting the information in a compelling infographic format that visually tells the organization's story to identified public.
- Editing/proofreading content to ensure it meets established standards
- Copy optimization for content generation
- Perform research & outreach

**3) Professional Competencies:**

**a) Mission Focused**

- Strives vigorously to accomplish shared goals
- Separates one's own interests from organizational interests to make the best possible judgments for the organization

**b) Manage Relationships / Relationship-Oriented**



United Way of Hyderabad

Ability to communicate effectively to develop, grow, and sustain productive relationships. Knows how to capture and record relevant information and how to interpret and utilize the information to forge partnerships, collaborate, cultivate, grow, sustain, and strengthen internal and external relationships.

- Values diversity and inclusion
- Effectively communicates
- Treats others with respect and dignity
- Actively listens to and facilitates diverse input and contributions

c) **Achieve Results / Results-Driven**

Is personally accountable for the results they achieve. Ability to adapt to ever-changing environment. Is organized, able to plan, think strategically, and is creative, innovative, and appropriately persistent. Ability to make decisions and willing to take risks when appropriate to achieve results and meet goals.

- Has a searing focus on results and can effectively communicate goals and impact
- Promotes innovation/willing to take risks
- Develops relationships to drive resources and results

d) **Brand Steward**

- Acts with integrity and strong ethics to foster trust at all levels (personal, market, societal)
- Internalizes the meaning and commitment of United Way and consistently acts according to its value and purpose
- Demonstrates the values of the network; is a good system-citizen, is accountable and transparent with all stakeholders

## 2. Functional Competencies/Accountabilities

- a) **Self-Management:** Presents oneself in an appropriate and professional manner. Communicates, acts, reacts, and responds appropriately in all situations. Effectively utilizes interpersonal skills and political astuteness to: engage with, lead and function as a member of a team as appropriate. Is trustworthy and acts with integrity, authenticity, humility, and in good faith; respecting others' opinions, priorities, values, and interest. Seeks to continuously improve interpersonal and professional skills.
- b) **Communication Skills:** Understands and uses empathy, compassion, and active listening. Is fully present and aware of subtleties and nuances such as body language and voice tonality to better understand what is important to constituents and how to connect and engage them with UW. Able to influence, persuade, present, request, sell, negotiate, and close a deal as appropriate.
- c) **Utilize and Acquire Knowledge:** Is forward-thinking, focused on what is possible, and seeks new tools and knowledge as needed. Ability to use technology when acquiring and utilizing knowledge, and is innovative and creative in its application. Seeks to continuously improve interpersonal and professional skills.



- d) **Demonstrates Social Responsibility and Stewardship:** Has a passion for the common good and affection for the community. Believes in social responsibility and inspires others to be socially responsible. Demonstrates courage and humility when working toward improving life in the community.

**6) Education, Training, and Previous Work Experience:**

- BA/ MA in Journalism/ Literature
- 1-2 years of work experience in content marketing, content strategy or content curation
- Professional writing/storytelling background

**7) Technical Knowledge:**

- Outstanding writing and editing skills
- Advanced computer skills and strong familiarity with the web
- Detail-oriented and organized
- Familiarity with social media channels and audiences
- Basic understanding of marketing concepts and principles
- Quick learner who listens and asks good questions
- Ability to meet deadlines and produce quality work. This means you are willing to put in the effort/time required to get the job “done right” – not “done right now.”
- Enough confidence to share your ideas, participate in business conversations, and take (or give) constructive criticism
- Positive disposition and ability to play well with others

**9) Additional Responsibilities:**

- Other duties as assigned by the President/CEO.

