

## Job Description: Consultant - Communications Programs / Multimedia Content

### About YES FOUNDATION:

YES FOUNDATION (YF) is the social development arm of YES BANK, India's fourth largest private sector bank. Under the visionary guidance of its **Chief Mentor & Co-Chairman, Mr. Rana Kapoor**, MD & CEO, YES BANK, the Foundation follows a differentiated approach focusing on **stimulating entrepreneurship and innovative use of media initiatives**, to **bridge gaps** and act as a **force multiplier** towards **empowered and equitable India**. It currently has the following programs - **YES! i am the CHANGE(YIAC) Grant & Accelerator, YES FOUNDATION Media for Social Change Fellowship, YES FOUNDATION Social Film Grant and YES FOUNDATION Changemaker Initiative.**

To know more, visit [www.yesfoundation.in](http://www.yesfoundation.in)

**Position:** Consultant

### **Role:**

The incumbent will report to the Executive Vice President, and will be responsible for developing and driving communication based programs in alignment with YF's focus on **Media for Social Change, Responsible Youth Citizenship and Capacity Building of Social Impact organisations.**

### **Responsibilities:**

- Development, production and roll out of **YES! i am the CHANGE television series** - a multi-episode television show that showcases impact stories of the Foundation's YIAC initiative
- Multimedia content development and management, including conceptualizing, production and packaging of impact films, AVs etc. showcasing YF programs
- Managing and implementing multimedia content and communication focused initiatives of YF, such as Social Film Grant, YIAC television series
- Design strategy and drive content development and management YF media initiatives for social impact including **YF Social Film Grant, YES! i am the CHANGE television series, Changemaker Fundraising campaign** etc.
- Collaborate with the PR and communication team and contribute to reputation management and strategic PR to increase visibility for the Foundation through usage of YF owned media content
- Build and manage relationships with key partners and collaborators including festivals and cultural bodies, government and non-government organisations like **Goodpitch, Docedge, IDFA, literary and film festivals, television channels** etc.

### **Qualifications & Skills:**

- Master's degree from a reputed institute specializing in **Marketing and/or Communication**

- Knowledge and exposure to corporate communications, mass communications and social & digital media communication
- Adept in developing concepts, creative briefing and content
- Strong social development perspective
- Excellent written communication skills
- Strong understanding and inclination towards story-telling and developing stories of 'human interest'
- Excellent presentation, project management & negotiation skills
- Empathy and desire to serve

**Experience:**

- **Minimum 5 years** of communication, creative writing, production supervision and event management experience
- Experience with reputed media, event or cultural organisations will be preferred
- Experience with a corporate organization will be an advantage