

Associate: Communications, ITDP India

Organisation:

The Institute for Transportation and Development Policy (ITDP) works with cities worldwide to promote transport solutions that reduce traffic congestion, air pollution and greenhouse emissions while improving urban livability and economic opportunity. ITDP's projects inspire cities towards environmentally and people-friendly transport systems.

ITDP is a not-for-profit organization with its headquarters in New York City with offices in Africa, China, India, Indonesia, Brazil, Mexico, and the United States. ITDP's programme areas include promoting sustainable transportation, e.g. public transportation including bus rapid transit (BRT), non-motorised transport, traffic reduction, and transit-oriented development (TOD). More information can be found at www.itdp.org and www.itdp.in.

ITDP India provides in-depth support to government agencies to implement sustainable transport initiatives and develop progressive state and national level policies to scale-up the sustainable transport paradigm. ITDP India also engages extensively with media and other stakeholders to promote sustainable and equitable transport ideas.

About the position:

We are looking for someone with a strong commitment to equity and sustainability and passion to improve urban life in India. S/he will primarily be tasked with producing original graphic and written communications content in multiple project areas, including public transport, bus rapid transit, cycle sharing, street design, parking management, and strategic transport planning for ITDP's India operations. S/he will also provide coordination and logistical support in implementing advocacy campaigns.

The position will be based in Chennai but may be required to travel frequently to other cities in India, often at short notice. S/he will report to the Advocacy Manager and work closely with ITDP India's city teams, head office staff, and international experts.

Scope of work

- Developing infographics, illustrations, and collaterals for campaigns on sustainable transport issues that are easily understood by our target audience. You must have a strong grasp of graphic design.
- Plan, conceptualise, design and print internal publications.
- Manage ITDP's social media network and website.
- Capture high quality still photographs as well as create videos on sustainable transport initiatives that have a high visual impact.
- Provide logistical support for executing campaigns to build support for the implementation of sustainable transport initiatives.
- Work with the ITDP India team to plan, organise, and conduct events promoting

sustainable transport.

Key qualifications and skills required

- Degree in Visual Communications, Graphic Design or other similar discipline, with 2-4 years of working experience.
- Prior experience required:
 - Adobe suite—Photoshop, Illustrator and InDesign
 - Publication layout
 - Developing infographics
 - Managing websites
 - Social media
- Strongly preferred:
 - Street photography
 - Creating/editing video and short animated films
 - Organising events

Key attributes

- Strong commitment to advancing ITDP's mission and to environmental and social justice.
- Ability to develop powerful graphics and presentations that compel people into action.
- Good English writing skills
- Ability to tailor messages to diverse audiences and communicate complex urban planning issues as concise, compelling messages.
- Ability to manage multiple priorities and projects with flexibility, work well under pressure and keep to deadlines.
- Ability to maintain high standards while contributing pragmatic ideas.
- Availability to travel frequently within India and, at times, internationally.

How To Apply

Interested applicants can apply to india@itdp.org using “Associate-Communications” in the subject line, with the following documents in a PDF format (maximum 5 MB):

- Resume
- Portfolio of work
- Samples of writing – long form articles, short blogs, press releases, social media bites

We are unable to consider applications without the above details. The position will remain open until filled.