

SAMS Role Deconstruct
Senior Manager – Brand & Social Impact Communications (SM-BSIC)
Leading Philanthropic Organization | Mumbai
(What the role truly involves and how to assess your fit)

Why This Role Deconstruct

A **SAMS Role Deconstruct** helps candidates understand the real operating expectations of a role beyond the formal job description. It clarifies the leadership challenges, scope of responsibility, and performance outcomes so applicants can realistically assess their readiness and fit.

The goal is to encourage strong, well-aligned candidates to apply while helping others make an informed decision about whether the role matches their experience.

What This Role Is Really About

This role exists to **shape and steward the institutional narrative of a major philanthropic organization operating at national scale.**

The Senior Manager will do far more than manage campaigns or communication outputs. The position is responsible for **translating complex programmatic work into compelling narratives that strengthen the organization's credibility, visibility, and influence in the social impact ecosystem.**

This requires building a brand that consistently communicates:

- Impact and innovation across multiple development themes
- The organization's contribution to nation-building and humanitarian values
- Thought leadership within the social impact sector

The role sits at the intersection of **brand strategy, storytelling, research, partnerships, and leadership communications**, combining strategic thinking with disciplined execution.

The Problems the Role Is Expected to Solve

The Senior Manager will help address several communications challenges:

Strengthening national brand visibility

Ensuring the organization's brand reflects the scale, credibility, and influence of its work.

Translating impact into clear narratives

Converting complex program outcomes into accessible and persuasive storytelling.

Driving engagement through campaigns

Designing cause-driven campaigns that raise awareness and amplify program impact.

Building evidence-based brand insights

Leading brand research to track awareness, perception, and reputation.

Maintaining brand consistency

Ensuring coherent brand identity across programs, partners, and communication channels.

Your Scope of Responsibility

Reporting to the **Head – Brand & Marketing Communications**, the role includes:

Strategic Brand Communication

Designing integrated communication campaigns that strengthen brand identity, visibility, and recall.

Program & Impact Communications

Working with program teams to translate development outcomes into compelling communication narratives and campaigns.

Research & Insight

Leading qualitative and quantitative research initiatives, including brand perception and tracking studies.

Partnerships & Campaign Amplification

Developing brand partnerships that expand reach, credibility, and impact.

Leadership Communications

Supporting communication for executive leadership across media engagements, events, and sector forums.

Brand Governance

Maintaining the institutional brand suite and ensuring consistent application across communication touchpoints.

What Success Looks Like

Within **18–24 months**, success would typically be visible through:

- Clearer and stronger brand positioning
- High-quality storytelling that communicates program impact effectively
- Successful national campaigns supporting key social issues
- Reliable brand research guiding communication strategy
- Increased visibility of the organization in development discourse

Who Will Thrive in This Role

This role is suited to a communications leader who brings:

- **10–12 years of experience** in marketing or communications, preferably with exposure to large organisations or national programs.
- The ability to integrate **corporate marketing practices with development-sector communication approaches**
- Experience designing **research-led communication strategies**
- Exceptional writing, storytelling, and presentation skills
- Strong stakeholder collaboration and agency management experience
- High emotional intelligence and a collaborative working style.

This Role May Not Be Ideal If

This role may not suit you if:

- Your experience is primarily **operational communications rather than strategic brand leadership**
- You have limited exposure to **large-scale communication campaigns**
- You prefer working independently rather than coordinating across multiple teams and partners
- You are uncomfortable translating complex development work into public narratives

Operating Context

- **Location:** Mumbai
- **Reporting To:** Head – Brand & Marketing Communications
- **Nature of Appointment:** Fixed-term contract (3 years)

The role requires working across **multiple programs, stakeholders, agencies, and leadership forums**, balancing strategic thinking with disciplined execution.

Before You Apply — A SAMS Reality Check

You are likely a strong fit if you can confidently say:

- I have led communication initiatives that strengthened the reputation of large organisations or national programs
- I can translate complex development work into compelling public narratives
- I am comfortable managing campaigns, agencies, research, and leadership communications simultaneously
- I enjoy building institutional visibility and thought leadership—not just producing communication outputs