

Job Description

Position: Coordinator	Coordinator – Marketing & Communications (MARCOM) Officer
Location	Bengaluru (with occasional field travel)
Employment Type	6-month probation period; confirmation as full-time upon satisfactory completion.
Last date for applying	27.02.2026
Joining date	Immediate

Job Summary

TIDE seeks a creative, strategic, and execution-oriented Marketing & Communications (MARCOM) Officer to lead the organization’s storytelling, visibility, and external communications. The role focuses on translating TIDE’s on-ground impact across Sustainable Energy, Climate Education, WASH, and Skilling & Livelihoods into compelling narratives for funders, partners, communities, and the general public.

The position requires a strong balance of content creation, digital communication, branding, and coordination with program teams, ensuring that TIDE’s work is communicated clearly, consistently, and credibly across platforms.

Key Responsibilities

- Develop and implement TIDE’s marketing and communication strategy in alignment with organizational goals and ongoing projects.
- Create high-quality content including case studies, success stories, blogs, social media posts, newsletters, and website content.
- Translate technical and programmatic work into simple, engaging, and funder-friendly communication materials.
- Manage TIDE’s digital presence across platforms such as the website, social media channels, and email communication tools.
- Coordinate with program teams to capture field-level stories, photographs, videos, testimonials, and impact data.

Technology Informatics Design Endeavour (TIDE)



- Support proposal development and donor communication by creating presentations, brochures, concept notes, and visibility materials.
- Ensure consistent use of TIDE's brand identity, tone, and visual guidelines across all communication outputs.
- Plan and execute communication support for key events, launches, workshops, and stakeholder meetings.
- Track engagement metrics and prepare periodic reports on outreach, visibility, and communication performance.
- Coordinate with external designers, videographers, printers, and media partners as required.

Qualifications and Experience

- Bachelor's degree in Communications, Journalism, Marketing, Media Studies, Development Communication, or a related field. Master's degree preferred.
- 2–4 years of relevant experience in marketing, communications, or public engagement roles.
- Prior experience working with NGOs, social enterprises, CSR projects, or development sector organizations is highly desirable.
- Strong writing and editing skills in English; ability to simplify complex ideas for diverse audiences.
- Working knowledge of social media platforms, content management systems, and basic design tools.

Key Competencies

- Strong storytelling and narrative-building ability
- Creative thinking with attention to detail
- Ability to work closely with program and operations teams
- Good planning, coordination, and time management skills
- Sensitivity to community contexts and ethical storytelling

Compensation

Salary will be commensurate with experience and qualifications and aligned with development sector norms. For exceptional candidates, compensation may be negotiated based on demonstrated communication expertise, portfolio strength, and prior experience in similar roles.

Project-related travel expenses, if any, will be reimbursed as per TIDE's travel and per diem policy.

How to Apply?

Interested candidates are requested to submit their updated resume to hr@tide-india.org at the earliest.