**Job Description for Chief Development Officer for Mariwala Health Initiative**

We are seeking a dynamic individual to join the Mariwala Health Initiative (MHI). Founded by Mr. Harsh Mariwala in a personal capacity, this initiative aims to create a mental-health ecosystem in India providing a wide variety of services to people in need across the nation using multiple delivery formats and innovations. As a first step towards realizing this aim, Mr. Mariwala has collaborated with iCALL (Initiating concern for all) which is a counselling helpline for individuals in psychosocial distress. iCALL is a helpline initiated by School of Human Ecology, Tata Institute of Social Sciences. It is run by trained professionals who offer psychosocial services using telephone and email based counselling.

We are looking for an adaptable, enthusiastic person to kickstart and build this initiative. The Chief Development Officer (CDO) will be to do both strategic thinking and planning for the initiative and the direct, hands on development and implementation of communications. In your position, as an integral member of the team, you will work closely with our beneficiaries (Participant groups). The CDO will be responsible for overseeing the overall marketing and public relations efforts including print, web, social media and special events. This requires excellent communication and interpersonal skills with the ability to comfortably initiate phone or face to face contact.

You will bring enthusiasm, strong communication and relationship-building skills, and a passion for mental health.

**Key Tasks and Responsibilities:**

*Capacity building:*
- Identify and assess potential sectors, populations and need gaps for mental health services
- Develop partnerships to increase its mental health service delivery
- Drive the development of mental health directory/database of services across the country
- Help develop user and community friendly information and self help material that can be disseminated to the general public.
- Help create a road-map for MHI for the next 3 years

*Administrative tasks:*
- Follow, disseminate and maintain database of news relevant to the field of mental health
- Primary point of coordination and communication between MHI and the iCall team
Organise and maintain records as required

Communication:

• Oversee and coordinate marketing masterplan for MHI bene
• Draft external communications materials including press releases, blogs and briefings
• Generate a focused plan for iCALL publicity that helps us increase the call flow.
• Follow up with different stakeholders to translate marketing plans.
• Support the communication strategy by creating content for a variety of stakeholders

Qualifications:

• Educational requirement: Masters, Candidates with background in Social Work, Psychology, or Mass Communications may also apply.
• Excellent written, verbal, research, analytical and communication skills
• Experience working on issues of mental health and/or working in a NGO is highly desirable.
• Ability to work under pressure, organize and prioritize workload and meet multiple deadlines
• Fluent English language skills are required, fluency in Hindi or other major Indian language preferred.

Compensation and other Benefits:

The position offers career development opportunities, including networking opportunities at a national level.

Reporting to: Mr Harsh Mariwala, Chairman, Marico Industries

Salary: Will commensurate with work experience.

Required work experience: 3 to 6 years approximately

Location: Bandra Kurla Complex, Mumbai.

To apply, please send the following materials to rajvi.m@gmail.com with the subject line “Chief Development Officer – Mariwala Health Initiative”