

CBM India Trust

Position Profile

CBM India Trust is committed to improving the quality of life of people with disabilities. CBM addresses disability as a cause and consequence of poverty in the most disadvantaged communities of the world. We work in partnership with local, national, and international actors with the aim of creating a more equal society for all. Our vision is to have an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

Position: Stakeholder Engagement & Awareness Creation Officer

Location: Bengaluru/ Mumbai

Reporting to: Senior Officer - Training and Accessibility Inclusion

Objective:

The Stakeholder Engagement & Awareness Creation Officer will lead marketing, outreach, and communication initiatives to promote CBM India Trust's e-learning platform and related knowledge products. This role will raise awareness, drive adoption, and foster strategic partnerships by reaching diverse stakeholder groups through digital campaigns, events, and tailored engagement strategies.

Responsibilities:

1. Marketing and Promotion

- Develop and implement marketing strategies to increase visibility and adoption of CBM's e-learning platform and knowledge products.
- Design and manage multi-channel awareness campaigns, including social media, newsletters, webinars, offline events, and promotional materials.
- Curate and amplify impact stories, testimonials, and user voices to strengthen campaign messaging.
- Collaborate with designers, content creators, and external agencies to produce marketing collateral (brochures, infographics, video teasers, etc.).
- Track and analyze campaign performance, using metrics to refine outreach strategies.

2. Stakeholder Engagement

- Identify and map key stakeholders across sectors: disability organisations, schools, government departments, CSR networks, corporates, healthcare institutions, etc.
- Build and nurture relationships with these groups through regular engagement, consultations, and onboarding sessions.
- Organise awareness sessions, demos, and orientation workshops for target audiences to introduce the e-learning modules and platform.

- Lead awareness campaigns targeting diverse stakeholders (e.g., community members, government, corporates).

3. Communications and Representation

- Represent CBM at strategic meetings, conferences, and events related to disability inclusion and digital learning.
- Draft and review stakeholder communication materials ensuring accessibility and inclusive language.
- Work with the project team to document success stories, testimonials, and user journeys for advocacy and promotion.

4. Support for Knowledge Products

- Assist in packaging and promoting additional knowledge products (guides, research briefs, toolkits) developed by CBM India Trust.
- Ensure all outreach efforts align with CBM's values and communication standards, including accessibility requirements.

Qualifications and Experience:

- Postgraduate degree in Mass Communication, Public Relations, Marketing, Social Work, Development Studies, or a related field.
- 4–6 years of experience in outreach, communications, or marketing.
- Experience in stakeholder engagement, public campaigns, or digital marketing in a commercial, profit/nonprofit or social enterprise context or marketing.
- Familiarity with disability rights, inclusion, and accessibility is highly desirable.
- Knowledge of digital tools for communication, social media management, content development, and analytics.

Key Competencies

- Strong interpersonal and public engagement skills
- Excellent verbal and written communication (in English, two or more regional languages)
- Creativity in designing and delivering impactful messaging
- Ability to tailor communication to diverse audiences (grassroots to institutional)
- Organised, self-driven, and results-oriented
- Sensitivity to disability inclusion and intersectionality in communications

Desirable

- Experience with content accessibility guidelines (e.g., WCAG, screen reader-friendly documents)

- Ability to conceptualize, script, or review inclusive media content (videos, podcasts, etc.)
- Basic graphic design or social media tool proficiency
- Multilingual skills and cultural sensitivity across regions of India
- Familiarity with SEO (Search Engine Optimization) and SEM (Search Engine Marketing), and analytics tools to optimize digital outreach and audience engagement.
- Prior experience in marketing knowledge products in profit or nonprofit sectors.
- Experience in organizing public-facing events such as roadshows, webinars, exhibitions, or digital launches.

Other requirements

- The future job holder is expected to adhere to CBM India's policies and procedures, commit to CBM India's Child Safeguarding Policy and Code of Conduct, and follow CBM India's safety & security protocols.

CBM India encourages persons with disabilities and women to explore this important opportunity. Send your resume to jobs@cbmindia.org.