

communications lead | sumunum arts & wellbeing

sumunum – who are we, and what do we do?

sumunum (*pronounced 'samanam' meaning encounter, welcoming, congruence, whole and equal in sanskrit*) is a social enterprise based in chennai, aimed at improving mental health & wellbeing through arts-based interventions (www.sumunum.com). we are a team of mental health professionals (*psychologists, development professionals, counsellors*) and arts professionals (*performance artists, writers, arts facilitators*), with collectively over 35 years of experience working in mental health and applied arts. our key areas of work include:

- **mental health & wellbeing: prevention, promotion & illness management**
 - **therapeutic conversations:** counselling services offered for individuals, couples, and families by trained mental health professionals. services are offered to paying and pro-bono clients.
 - **youth mental health:** open mynd – a comprehensive positive mental health literacy programme in educational institutions, along with teacher training and parent engagement sessions. education partners include: *jeppiaar schools, chennai; vidhya nicketan schools, coimbatore; national institute of fashion technology (nift), chennai.*
 - **workplace wellbeing:** bespoke experiential programmes for organisations to improve employee wellbeing, including – stress management, diversity & inclusion practices, communication & leadership training. clients include: *titan industries, hindu group of publications, titan engineering and automation limited (teal).*
 - **art for social change:** tailor-making arts interventions for organisations in the education, health, and development sector as per unique requirements. projects include awareness creation, community engagement, training, resource creation, and leadership development. partners include: *tata trusts, centre for mental health law and policy (cmhlp), peoples action for national integration (pani), madras dyslexia association, undp, pravah youth collective, international initiative for impact evaluation (3ie, washington dc).*
- **research & resource creation**
 - **why art matters for mental health:** a scoping review conducted through a grant received from the wellcome trust, uk to study how art can help prevent and treat youth anxiety and depression. [sumunum's paper for wellcome](#) | [wt - compilation](#)
 - **capacity building:** an intensive 200 hour training programme for non-specialists to offer mental health support
 - **mental health resources:** digital illustrated resource booklets on anxiety, stress, breathing, sleep difficulties, mindfulness, and disordered eating.
 - **documentation & evaluation:** continuous documentation & evaluation of sumunum's programmes to ensure the creation of practice-based evidence and share practices with other organisations.

communication lead – job description:

the communication lead at sumunum will focus on planning and creating engaging content across platforms including social media, email, newsletters, newspaper articles, graphics, and videos – ensuring effective communication, promotion, marketing and audience engagement to support our goals.

your job responsibilities will include:

- ❖ working closely with the founders in responsibly articulating sumunum’s vision, ethos and values through our public engagement efforts
- ❖ overseeing the company's interactions with the public by implementing social media platforms' content strategies that align with our growth and long-term goals
- ❖ planning and executing consistent, creative and engaging ideas for amplifying sumunum’s work across print and online media
- ❖ ensuring that sumunum’s website is up to date
- ❖ creating an archive of shared perspectives, narratives, and reflections and sharing these across appropriate platforms and spaces to raise awareness about our efforts
- ❖ writing media briefs, preparing memos, and drawing up info sheets for various initiatives and activities
- ❖ following up on any other marketing/ promotion/ engagement related tasks that may be required
- ❖ leading cross-channel content production and building internal communication expertise
- ❖ growing and engaging with Sumunum’s community of readers, volunteers, participants, donors, etc.

we are looking for:

- ❖ excellent communication and writing skills
- ❖ graduate degree in mass communication / marketing or similar fields would be preferred.
- ❖ strong command over english and tamil
- ❖ at least 1-2 years experience working in a communications/marketing or similar role
- ❖ experience with audience engagement strategies, content creation, and implementing effective communication plans
- ❖ experience with social media marketing, optimizing content for search engines, lead generation, data analysis from social media campaigns
- ❖ excellent presentation skills – to be able to understand, translate, and exemplify sumunum’s vision in the form of engaging content
- ❖ ability to multi-task, take initiative, work with deadlines, and be willing to take on the responsibility for managing multiple projects
- ❖ **being curious, energetic, enthusiastic, and motivated!**

additionally, it’s a bonus if you have:

- ❖ an interest in the arts / psychology / mental health

why us?

- ❖ opportunity to use your skills & knowledge to help in enabling arts-informed spaces of healing and connection
- ❖ gain practical skills by taking the lead and working on a diverse array of projects'
- ❖ access to one-on-one mentorship and feedback from leaders in the field, who have over 30+ years of cumulative experience
- ❖ contribute significantly to the development and execution of sumunum's vision
- ❖ work in a dynamic, start-up environment with a passionate and engaged team

remuneration – 4.8 - 5.4 lakhs per annum. final amounts will be finalized based on experience and mutual energies.

if you are interested, please apply here - [application pack](#)