

**JD**

**Communications Strategist**

**World Design Protopolis, WDP, Task Force Bengaluru,**

Welcome to the WDP Bengaluru Task Force, where we offer a diverse range of career opportunities. Whether you are a seasoned professional or just a few years you're your career, we have positions that may be of interest to you.

**Background**

WDP is a five-year program renewed annually between the World Design Organisation Montreal, The Association of Designers of India, ADI, Srishti Manipal Institute of Art Design and Technology, SMI, as the anchor institution, and the city of Bengaluru represented by BBMP.

Bengaluru was nominated as World Design Protopolis by WDO in July 2023 and is the first city in the world to hold this title.

Over the 5 years that Bengaluru is Designated as World Design Protopolis, designers and other stakeholders will co-create solution prototypes that will make the city

1. more sustainable in terms of water, energy, waste management, mobility and resilience to climate change,
2. encourage green and circular entrepreneurship,
3. design and build meaningful and effective infrastructure
4. Make the city safe for women children elderly people with disabilities and non-humans,
5. Promote art culture heritage and food as the experience of the city
- 6 Create the pedagogies and technologies that will tackle today's big problems.

***WDP is a marquee project, a benchmark for the world and an opportunity of a lifetime for those aspiring to create an impact at a local and global level.***

**Communications Strategist**

As the Communications Strategist, you will be responsible for developing and implementing communication strategies and managing events to promote the Program's initiatives. Your creativity and strategic thinking will be essential in driving engagement and awareness.

The WDP program will also include organising flagship annual events like the Bengaluru Design Week, Protopolis Conclave and Folkloru Festival in addition to events celebrated and co-organised with WDO such as Interdesign, World Industrial Design Day, Board meetings of WDO in Bengaluru and so on.

**Responsibilities**

- Planning and coordinating communications and guiding the graphic and digital designer

- Overseeing day-to-day operations of the program and updating communications regularly including overseeing the website, digital communications, newsletters, reports etc
- Undertaking communication and event management tasks for other team members and along with administrative tasks
- Planning, organizing, and overseeing events and activities
- Liaising with prompt communication with government and parastatals whose collaboration is key to success of the program

#### **Requirements and Skills**

- The ideal candidate should have proven experience as a communication designer , branding designer and event manager or in a relevant position. Qualifications include a Bachelor's degree/diploma in design, event management or business administration, along with at least 8 years of experience in a design studio, event management company or corporate communication and events role. Experience is valued over qualifications.
- Strong organizational and analytical skills
- Excellent written and verbal communication skills
- Ability to work with diverse teams
- Project management skills to handle large and small events

#### **Contract Period**

The initial contract is for a year, renewable annually for up to 5 years.

#### **Location**

Bengaluru, with two offices located at Srishti Manipal Institute of Art, Design and Technology's Centre of Excellence in Emerging Practices and Pedagogies, and the other at BBMP Hudson Circle.

Send your resume to Ravi Jangir, and a short Statement of Purpose (200-500 words) to the Vice President ADI BLR Chapter at

[bengaluru@associationofdesignersofindia.org](mailto:bengaluru@associationofdesignersofindia.org)