



## NALSAR UNIVERSITY OF LAW, HYDERABAD

Justice City, Shameerpet, Medchal District, Hyderabad – 500 101.

Ph: 040-23498104 / 105 / 164

Website: [www.nalsar.ac.in](http://www.nalsar.ac.in) Email: [recruitments@nalsar.ac.in](mailto:recruitments@nalsar.ac.in)

### ADVERTISEMENT FOR THE POST OF DIRECTOR - COMMUNICATIONS

The National Academy of Legal Studies and Research (NALSAR) established in 1998 by a Statute of the State of Andhra Pradesh. Since its inception, the University has been a hub for vital conversations on law and justice. These conversations acknowledge that questions of justice arise in all legal pursuits—whether in the courts, corporations, education, or administration. Using law as an instrument of social change, NALSAR has long supported causes such as land rights, disability empowerment, and opposing moral policing and hate speech. We are committed to building an ethical legal culture that protects and promotes the rule of law. Our social justice agenda is central to our work, and we believe building a society governed by the rule of law is a continuous enterprise sustained by optimism, rigour, and integrity.

Applications are invited for the position of ‘**Director - Communications**’, who will lead the development and implementation of NALSAR’s communications strategy.

#### Role Summary

Director – Communication’s role will include oversight of all internal and external communications, brand and media relations, digital outreach, and stakeholder engagement. This role involves building and leading a communications team to ensure amplification of the University’s brand and values across all channels.

#### Key Responsibilities

- Develop and implement a comprehensive communications strategy aligned with the University’s vision, objectives, and social justice agenda.
- Oversee internal communications to ensure clarity, consistency, and timely flow of information among departments, faculty, staff, and students.
- Lead external communications, including media relations, press releases, opinion pieces, interviews, etc. Manage crises or reputational issues when they arise.
- Manage the University’s digital presence, including social media platforms, newsletters, blogs, and multimedia (audio/video). Use analytics and metrics to gauge performance, reach, and engagement and adjust strategies accordingly.
- Manage and update the University website. Coordinate the preparation, publication, and dissemination of the Annual Report.
- Coordinate design, visuals, and audio-visual content; work with designers/photographers/videographers to produce high-quality materials.
- Oversee branding: ensuring brand consistency across all platforms, communications, promotional material, events, and publications.
- Develop and implement communication plans for events, seminars, conferences, etc., in collaboration with different departments, research centres, student affairs, admissions, etc.
- Stakeholder engagement with media for building and maintaining relationships and acting as a university spokesperson or point person when required.

- Team building: define the structure of the communications / external relations team, recruit, mentor, and manage staff; define roles; allocate tasks and manage workflows.
- Manage budget and resources for communication activities; plan and monitor expenditures.
- Maintain oversight of compliance, including adherence to institutional policies and legal/ethical guidelines (e.g., permissions for media, copyrights, data protection and accessibility).

### **Number of Posts: 1 (One)**

#### **Essential Criteria:**

- A master's degree in Communication, Journalism, Mass Communication, Public Relations, or a closely related field is necessary.
- A minimum of 5-7 years of progressive experience in communications/media/brand/PR roles is essential. At least two years in a leadership or supervisory capacity would be preferred.
- Demonstrated experience of working in higher education institutions or a similar academic/research environment would be preferred.

#### **Essential Competencies**

- Strong strategic thinking, including the ability to translate and plan long-term institutional goals into communication plans.
- Excellent written and oral communication skills; ability to write for different formats (press, web, reports, speeches, etc.).
- Proven ability to ideate and work with a team to produce visual/multimedia content (audio/video) or manage those who do.
- Digital literacy: social media management, content management systems, website administration, analytics tools, etc.
- Leadership and people-management skills: ability to build, mentor and coordinate a team.
- Interpersonal skills: excellent collaborator, able to work across diverse departments and stakeholders.
- Ability to manage multiple tasks, work under tight deadlines, and respond to emergent issues (e.g. crisis communications).
- High standards of ethics, brand integrity, and sensitivity to institutional values.

#### **Remuneration:**

Salary will be commensurate with relevant experience and qualifications.

#### **Selection Process**

1. **Stage 1:** Applicants will be required to submit an online application form and requisite documents. After review, shortlisted candidates will be notified for an interview.
2. **Stage 2:** An interview that can also involve task-based assignments.

Interested candidates are requested to fill this [Google Form](#) by **October 5, 2025**. Incomplete applications will not be considered. All application materials will be checked for the use of generative AI as per the University's policy. Any use of AI will lead to disqualification.

**Registrar (I/c)**