

Job Description & Person Specification

Job title: Communications Officer (Part-time)

Contract: Fixed-term contract for one year initially; extension subject to performance and project funding; time commitment of up to 8 days per month

Department/Division: International Growth Centre (IGC)

Accountable to: Managing Editor, Ideas for India (I4I)

Location: Remote, based in India

Job Summary:

'Ideas for India (I4I)' (www.ideasforindia.in) is an economics and policy portal run by the International Growth Centre (IGC) (www.theigc.org) which is jointly directed by the London School of Economics (LSE) and the University of Oxford.

The Communications Officer will work with I4I to support external communications, including promoting the work of the portal through various digital tools and communications products (infographics, video storyboards, data visualisation, templates for social media, e-newsletters, etc.); contributing to the coordination of events, particularly in terms of branding, publicity, and outreach; transcription and post-production of videos/audios; tracking of and reporting on digital reach; providing inputs on leveraging SEO to increasing website traffic; and supporting reporting activities in terms of presentation of website analytics, etc. In addition, in the coming year, the I4I team will be working with a service provider to design and develop a new web platform and the communications Officer will be expected to support the process.

Key responsibilities

1. Work with the editorial team to translate technical research hosted on its website into multimedia outputs (infographics, GIFs, videos) that reflect I4I and IGC's branding and seek to engage policy stakeholders and lay audiences
2. Develop data visualisation outputs such as interactive/dynamic graphs based on data from I4I blog posts, as per guidance by the editorial team
3. Attend virtual meetings with service provider in the process of designing and developing I4I's new web presence, and support the I4I editorial team as require
4. Provide technical support and input to conduct both offline and virtual events
5. Post-production/video-editing to add branding via graphic plates on recorded outputs like guest lectures, panel discussions, conversations or presentations.
6. Maintain content inventories including photos, videos, and design assets.
7. Design and develop templates for event-based collaterals and key communications assets (brochures, invites, etc.)
8. Design and disseminate e-newsletter (preferably via MailChimp)

Additional tasks

1. Coordinate and implement communication strategies and social media campaigns to strengthen the visibility of the work of I4I
2. Conduct on-page and off-page SEO for driving traffic to websites and provide recommendations on optimising existing content
3. Monitor the success of social media campaigns using relevant metrics, as well as website performance via Google Analytics and backend data

Person specification

- A degree in Mass Communication, Design (UI/UX/Graphic), or similar qualifications with 1-3 years of experience in media and communications is desirable;
- Self-taught applicants will also be considered based on a portfolio of samples of work and years of experience;
- Working proficiency in Adobe products like Photoshop, Illustrator or Canva, or similar software;
- Working proficiency in data visualisation software such as Flourish;

- Demonstrable experience in both creating and editing multimedia products like videos and podcasts using relevant software;
- Knowledge of analytics tools, including Google, X/Twitter, and Facebook Analytics;
- Attention to detail and proofreading skills, while producing work within tight deadlines;
- Ability to work independently with minimum supervision;
- Ability to be reasonably flexible and clear in communication and coordination of timelines;
- Familiarity with the development/public policy space or previous experience of working with research or non-profit organisations will be an advantage;
- Experience of working with international, cross-cultural, and diverse teams is desirable.

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the IGC, in consultation with the post holder.

Compensation

Competitive; based on qualifications, and demonstrated experience/work samples. Compensation linked to hours logged to complete work outputs.

To Apply:

Please write to us at managing.editor@ideasforindia.in with:

- (i) your motivation to apply, and suitability for the role (body of the email)
- (ii) CV (attach as PDF; no longer than 1-2 pages)
- (iii) samples of relevant work (attach as a single PDF)

Applications will be accepted until the position is filled. Shortlisted candidates may be required to complete a short test to demonstrate their suitability for the role.