

Job Description & Person Specification

Job title: Communications Officer (Part-time)

Contract: Fixed-term contract until 31 March 2023; time commitment of a maximum of 8 days per month or 56 hours per month; extension subject to project funding and performance

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, website photos, social media, e-newsletters, etc.); contributing to the coordination of events, particularly in terms of branding, publicity, and outreach; providing technical support for online events; transcription of video/audio products; 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.

Key responsibilities

1. Work with the editorial team to translate technical research hosted on its website into multimedia outputs (infographics, GIFs, videos) that:
 - (i) engage and influence policy stakeholders and lay audiences;
 - (ii) reflect I4I and IGC's research sensibilities and branding.
2. Provide technical support and input to conduct both offline and virtual events (zoom recordings, live streams)
3. Post-production/video-editing to add branding via graphic plates on recorded outputs like guest lectures, panel discussions or presentations.
4. Maintain content inventories including photos, videos, and design assets.
5. Design and develop templates for event-based collaterals and key communications assets (brochures, invites, etc.)
6. Design and disseminate 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

Person specification

- A degree in Mass Communication, Design (UI/UX/Graphic), or similar qualifications with 3-5 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;
- Demonstrable experience in both creating and editing multimedia products like videos and podcasts using relevant software;
- Knowledge of analytics tools, including Google, Twitter, and Facebook Analytics;
- Knowledge of data visualisation software for generating infographics is an added bonus;
- 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 economics space or previous experience of working with research or not-for-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 School, 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 for the role (body of the email)
- (ii) CV (attach as PDF; no longer than 1-2 pages)
- (iii) samples of work (attach as a single PDF)

Applications will be accepted until the position is filled