

Job Title:	Communications Manager – Publications & Content		
Department:	Central	Contract:	Full time
Reports to:	Communications Director	Duration:	01/01/2019 — 31/12/2019 renewable subject to performance and funding.
Location:	Washington or London		
Direct reports:	None		
Key relationships:	Communications Director, Research Director, Research Managers, A4AI Deputy Director		
Job Role			
Role Overview:	The Communications Manager, Publications & Content, takes the lead on the production, management and external communications delivery for all Web Foundation and A4AI knowledge products, including brochures, reports, knowledge products, websites and other creative outputs. This includes extracting key messages, copyediting, design and social media and press work to publicise our products.		
Accountabilities			
Key Accountabilities / Responsibilities:	Key Activities		% time on task
Strategy & planning	<ul style="list-style-type: none"> • Manages the timeline of publishing research and other knowledge products to ensure these are tied to external news hooks where possible, and to ensure smooth workload across the team. • Produces project management plans for each major publication launch, working closely with the Research Director and research managers. • Contribute to overall communications and brand strategy by inputting insight on how our knowledge products position and profile Web Foundation and A4AI as thought leaders, both organisationally and for individual spokespeople. • Assess needs of A4AI and Web Foundation websites, and advise on necessary updates or refreshes. • Assess and advise on wider production needs for the communications team: brochures, hand-outs, online interactives, etc. that can help achieve the team's goals. 		20%

<p>Production</p>	<ul style="list-style-type: none"> • Manage the budgets for producing each knowledge product and website update/build. • Manage designers and creatives to ensure finished products are designed with a consistent and compelling brand identity. This includes report design, infographics, brochures, pamphlets, website interactives and visuals. • Copyediting and, where needed, copywriting for knowledge products, using external contractors or managing junior communications staff to deliver this where needed. • Manage website updates, refreshes and builds, including overseeing communications staff who are regularly keeping website assets up-to-date. • Manage website developers and contractors. 	<p>40%</p>
<p>Promotion</p>	<ul style="list-style-type: none"> • Draft blogs, press releases and op-eds for knowledge products • Support on creating social media content to promote knowledge product launches, working with the social media channel manager on strategy, timing and ensuring organisation-wide key messages are consistent • Draft newsletter content for knowledge product launches, and work with the newsletter manager to agree best timing to engage our supporters • Assist with media relations in advance of major knowledge product publication to secure media opportunities that bolster wider communications and branding efforts. 	<p>20%</p>
<p>Monitoring and Measurement</p>	<ul style="list-style-type: none"> • Compile social media, website, download and media statistics for each knowledge product launch to feed into quarterly communications reports. • Responsible for updating quarterly reports with website statistics across all sites. 	<p>10%</p>
<p>Internal communications</p>	<ul style="list-style-type: none"> • Lead on production of annual reports, external facing impact reports and/or financial reports - in close collaboration with the Finance & Operations Director. 	<p>10%</p>
<p>Person Specification</p>		
<p>Education & Certifications</p>	<ul style="list-style-type: none"> • Education to BA level 	

<p>Essential Knowledge, Experience and Attributes</p>	<ul style="list-style-type: none"> ● At least four years' experience with progressive levels of responsibility in communications, PR, publishing, writing or related field. ● Strong project management skills and experience with a variety of project and budget management tools. ● Impressive attention to detail a must, with a track record of flawless copyediting. ● Comfortable using popular content management systems, WordPress experience preferred. ● Creative and entrepreneurial, with demonstrated success in coming up with bold approaches to grab attention and engage audiences. ● Vivid writer, able to present difficult concepts in clear, simple English and/or in compelling images. ● Track record of working with complex, research based material to distill key messages and extract facts, quotes and stories that will drive coverage. ● Persuasive, assertive and persistent in selling in stories/interviews. ● Highly motivated and organised, thriving under pressure, pursuing targets aggressively.
<p>Desirable Knowledge and Experience</p>	<ul style="list-style-type: none"> ● Experience in working with a celebrity patron or founder ● Event management experience. ● Understanding and experience of more than one global media market ● Contacts in the tech/development journalism world ● Strong visual/graphic design sensibility ● French or Spanish language skills