**Job Title:** Communications Manager – Publications & Content  
**Department:** Communications  
**Contract:** Full time  
**Reports to:** Communications Director  
**Duration:** One year (Renewable subject to performance and funding)  
**Location:** A major media hub  
**Direct reports:** No direct reports  
**Key Relationships**  
Communications Director, Research Director, Research Managers, A4AI Deputy Director

### Accountabilities

<table>
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<tr>
<th>Key Accountabilities / Responsibilities</th>
<th>Key Activities</th>
<th>% time on task</th>
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| **Strategy and Planning**               | ● Manage the timeline of publishing products as appropriate to ensure these are tied to external news hooks where possible, and to ensure smooth workload across the team.  
● Develop communications strategies for the delivery of key reports and products and act as a strategic partner with research colleagues, helping them position research to maximise impact  
● Produce project management plans where necessary, liaising closely with all relevant stakeholders.  
● Assess and manage production needs for the communications team: brochures, hand-outs, online interactives, etc. that can help achieve the team’s goals.  
● Maintain up-to-date communications planning calendar, working across organisation to ensure all key dates are inputted in a timely fashion and researching externally where necessary to identify opportunities.  
● Contribute to overall communications and brand strategy. | 30% |
| **Production**                          | ● 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.  
● Manage translations of knowledge products.  
● Input WF and A4AI products into design templates and ensure professional production.  
● Copyedit and where needed copywrite for knowledge products, using external contractors to deliver this where needed | 30% |
| **Promotion**                           | ● Draft blogs, press releases and op-eds where appropriate for knowledge products.  
● Update media lists and create new lists for press campaigns. | 20% |
- 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.

**Monitoring & Measurement**

- Where appropriate, compile social media, website, download and media statistics for each knowledge product launch to feed into quarterly communications reports.  
  **10%**

**Other**

- Lead on production of annual reports, external facing impact reports and/or financial reports - in close collaboration with the Finance & Operations Director.  
  **10%**

### Accountabilities

**Education**

- Educated to BA Level

**Essential knowledge and experience**

- 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
- 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

**Desirable knowledge and experience**

- Experience in working with a celebrity patron or founder
- Understanding and experience of more than one global media market.
- Knowledge/experience of communications work in a developing country
- Contacts in the tech/development journalism world
- Strong visual/graphic design sensibility
- French or Spanish language skills