

COMMUNICATIONS ASSISTANT POSITION DESCRIPTION

Are you a well-rounded, cutting edge communicator with an eye for visual design?

ORGANIZATIONAL OVERVIEW

The Georgetown University Institute for Reproductive Health (IRH) is dedicated to improving the sexual and reproductive health of women, men and youth through a research-to-practice agenda. Our emphasis is on increasing access to and use of family planning, increasing fertility awareness through life-stage appropriate interventions, expanding access to fertility awareness-based family planning methods in an informed choice context, and developing scalable interventions to transform gender norms and catalyze the diffusion of social norms that support family planning. Cross-cutting themes in the Institute's work include the diffusion of social norms that support sexual and reproductive health, scale-up of innovations, and incorporating gender perspectives in reproductive health. In partnership with a wide range of international and local organizations, IRH conducts research, builds capacity, and provides technical assistance to public and private-sector organizations in lower and middle-income countries and the U.S. The Institute is supported by grants from federal agencies and foundations.

POSITION SUMMARY

IRH seeks an enthusiastic and collaborative communicator who will provide administrative and technical support to the IRH Communications Team. The Communications Assistant will be responsible for supporting strategies that increase IRH visibility to diverse global audiences, expanding digital information sharing capacity, and strengthening internal communication systems. The Communications Team manages the creation, production and distribution of digital and print products, the institute-wide content calendar, marketing and media activities at a global and country level. The Communications Assistant will support this strategy and IRH's internal information structures by contributing to the design, development and dissemination of high quality tools and materials, ensuring style and branding compliance, backstopping IRH's media relations and conference participation, and supporting IRH's website and social media platforms. Other tasks, such as written support to proposals for funding projects or yearly reports to existing funders, may be assigned based upon organizational need and/or the individual's own strengths or interest.

ESSENTIAL FUNCTIONS

Visual Design & Product Development

- Offer support to all teams in designing and editing materials for a range of audiences and contexts, including research and meeting reports, case studies, briefs, toolkits, peer-reviewed articles, training curricula.
- Support all staff with presentation design and critical eye for data visualization communication.
- Liaise with graphic designers and other vendors to develop and produce materials.
- Ensure branding and style compliance, and represent Communication Team policies and guidelines across all materials.
- Offer administrative support to the Communications Team in tracking products and materials according to deadlines.
- Support IRH's presence at selected US-based and global conferences by managing exhibit arrangements, coordinating staff support, and materials.
- Coordinate or lead communication related trainings or events for staff or partners

Digital Engagement

- Support Communications Team in managing SEO-friendly website content at www.irh.org and other IRH-managed microsites; suggest areas for improvement and edit for consistency and accuracy.

- Backstop the IRH blog by soliciting creative posts from staff and guest bloggers, as well as editing and promoting content.
- Support Communications Team in creating, editing and posting creative content on IRH's Twitter, Facebook, YouTube and LinkedIn platforms using translated technical content and program updates.
- Design and execute IRH's participation in specific global health event days in social conversations to amplify IRH's mission and resources.
- Support Communications Team in repurposing and creating fresh content for monthly eNewsletters and other direct communication.
- Support Communications Team in maintaining a collection of photos, graphics, icons, infographics, databites video clips to use in various digital content.
- Regularly monitor website and social media metrics and analyze monthly.
- Maintain digital database and support the physical library of IRH tools and resources.
- Expand digital dissemination outlets for information sharing such as websites, webinars, social media, videos, data visualizations, infographics, emails listservs, etc.

Media Relations

- Work with the Communications Team to develop and implement US and global media strategies that advance IRH's visibility and research utilization.
- Coordinate responses to incoming media inquiries, review of press releases, and relevant news coverage monitoring.

QUALIFICATIONS

Education

- Bachelor's degree in communications, marketing, international relations/development, or a related field.
- Background in communications, media relations, and/or knowledge management preferred.
- Good knowledge of family planning, reproductive health and related fields desirable.

Experience

- One to two years of experience working as a communications professional for a non-profit, for-profit, or government agency; or related professional experience.
- Use of social media dashboards/management tools (Hootsuite) and social/web analytics software (Google Analytics) and experience translating it.
- Experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop); presentation design and visual communications collateral creation a plus.
- Overseas work or study is an asset.
- Familiarity with how USAID and the international donor community operate in supporting RH/FP programming.

Skills

- Demonstrated ability to understand and present technical information to nontechnical audiences, and a passion to bridge the gap between research and lay audiences.
- Creative problem-solver with an eye for good design; on the cutting edge of emerging media trends and technologies.
- Facility with content management systems (WordPress); HTML familiarity an asset.
- Strong writing and copy editing skills; ability to communicate clearly and effectively. Working knowledge of another language of value to the organization (such as French) is highly desired.
- Sensitivity to cultural differences and understanding of political and ethical issues in assigned areas; ability to facilitate relationships between diverse parties.
- Excellent organization and time management skills, including ability to juggle multiple tasks and respond rapidly to new events and competing priorities.
- Detail oriented, self-motivated and comfortable working in a small, collaborative team environment.
- Excellence in all MS Office Applications, particularly Word and PowerPoint.

Please email resume and cover letter to irhresumes@gmail.com with the subject line "Communications Assistant." Position open until filled. Please specify where you found the job advertisement. No phone calls please.