

Communications Manager - International Open Data Charter

Overview

Open government data – the practice of openly publishing key datasets for anyone to analyse and reuse – is rapidly gaining traction as a tool for enhancing democracy, fighting corruption and driving economic growth. Launched in September 2015 at the UN General Assembly, the International Open Data Charter is an ambitious project designed to provide governments with a clear set of guidelines and commitments upon which to build and strengthen their open data efforts, allowing nations to realise the full potential of open data. The Charter is a collaboration between many partners, including national and regional governments, global civil society groups and the private sector. The inventor of the World Wide Web, Sir Tim Berners-Lee, has publicly backed the project, the Governments of Mexico and Canada are amongst the lead stewards, and major players such as IBM, Omidyar Network, the International Development Research Centre (IDRC), the World Bank and the Web Foundation are all involved.

We're now seeking an ambitious communications all-rounder to help us build on a successful launch, and take our communications to the next level. Focused on driving adoption of the Charter by more governments, securing concrete actions from those who have already committed to the Charter, and sharing our successes with our key audiences, this role encompasses community management, content planning and execution, social media and more. The role will be hands-on, demanding and fast-paced, but offers the chance to work flexibly with high-profile names to tackle some of the greatest challenges of our time. Interested? Read on.

Role Responsibilities

- **Content strategy:** Take the lead in defining a content strategy, and delivering it. This involves content primarily for Web and social media. The communications manager would produce some content directly, but would primarily rely on lead stewards to produce strong material. She or he would need to manage stewards for delivery.
- **Audience and Community Management:** Develop lists for stakeholders on social media and email and build community knowledge and awareness here through sustained outreach. Initial thoughts are that Twitter and LinkedIn are the most valuable channels, and that visual content will be important, so an ability to use basic design programmes is desirable. Begin an email marketing programme (monthly newsletter) and keep the Charter website regularly updated.
- **Meeting and presentation support:** Produce collateral to support lead stewards in making asks for endorsement or adoption - messaging summaries, one pagers, powerpoint presentations, talking points etc.
- **Writing and editing:** The Charter's working groups will be producing materials designed to help adopting countries move forward, and ad-hoc assistance in editing these documents for length and readability will be required.
- **Media relations:** assistance with placement of feature and op-ed pieces, with occasional news breaks around major moments.

Skill Requirements

Essential

- At least three years of communications and stakeholder management experience in an international environment, with increasing responsibility.
- Demonstrated expertise in message development and communication, particularly in complex, knowledge-rich environments.
- Strong social media skills.
- Familiarity with major content management systems (Wordpress preferred)
- Basic media relations skills, with an appetite and aptitude to build on this.
- Basic email marketing skills, using programmes such as Mailchimp or Constant Contact.
- Strong writing, presentation development and speechwriting skills.
- Flawless business English.
- Strong project management skills, and the ability to juggle multiple tasks.
- Ability to work remotely and across time-zones.

Desirable

- Fluency in a major world language other than English.
- Direct experience in open data, development or social justice.

Logistics

- Anticipated salary of US \$50,000, on a one-year renewable contract.
- We'll work with talent where we find it. We'll expect our communications hire to be a self-starter who can work from anywhere, although we may be able to offer desk space at a Charter partner's office in a major global hub if desired.
- The Communications Manager will report directly to Prof. Sanjeev Khagram, Coordinator of the International open Data Charter. She or he will also be accountable to a Communications Working Group formed by Charter lead stewards.
- The position is funded by a grant from the Omidyar Network and Open Data for Development (OD4D), a partnership between the International Development Research Centre, Global Affairs Canada, the World Bank and UK's Department for International Development (DFID).