GOVLAB

EXCITING OPPORTUNITY FOR A COMMUNICATIONS PROFESSIONAL TO HELP IMPROVE PEOPLE'S LIVES BY CHANGING HOW WE GOVERN USING DATA AND TECHNOLOGY

CLOSING DATE: Open till Filled

LOCATION: While the majority of the GovLab's staff is based in Brooklyn (NYC), we strive to be a global organization with team members located all over the world.

CONTACT: Fred DeJohn (fdejohn@thegovlab.org)

The Governance Lab (the GovLab) is excited to announce the search for a talented communications professional to play a central role in helping translate and make relevant the various activities of the GovLab to a diverse and broad audience of practitioners, policy makers, academics, and the general public.

Based at the NYU Tandon School of Engineering, **the GovLab** is a research, training and experimentation laboratory that focuses on improving people's lives by addressing real world challenges through institutional redesign.

The ideal candidate for this position will be a clear thinker, speaker and writer who can work with the leadership team to develop and distribute materials supporting the organization's strategic objectives. S/he will employ a wide range of tools and tactics to ensure information reaches target audiences with measurable impact.

The GovLab not only seeks to be a leader and innovator in how to conduct action-research, it also wants to innovate how to communicate effectively and meaningfully. This new position is therefore expected to help us experiment with new communications techniques and will help us "walk the talk" as we are advocating for data driven and collaborative ways of approaching challenges.

JOB DESCRIPTION

Reporting directly to Senior GovLab leadership, the position serves as a key GovLab ambassador, building strong relationships with intermediaries, including the media, and major stakeholders; will be tasked in developing and implementing a communications strategy for the GovLab's data program, including projects such as **Data Collaboratives**, **Open Data's Impact**, **Open Data for Developing Economies** and **Open Data 500**; and will be responsible for the enhancement of the GovLab's social media presence, developing content for website(s), initiating a targeted audience strategy, and managing a fully integrated dissemination plan for various projects of GovLab's data program that includes speaking engagements, onsite and offsite events, leveraging networks and fundraising when needed.

RESPONSIBILITIES

- Manages the development and production of all print and electronic media including communications materials, such as press releases, blogs, and newsletters;

- Develops content for information brochures; reviews and edits drafts of correspondence, reports, and brochures for mass distribution; drafts articles and reports on the status of major initiatives for distribution to various audiences;

- Develops and implements an annual communications plan – especially as it relates to GovLab's data program;

- Generates online content that engages readers; coordinates webpage maintenance to ensure that new and consistent information (article links, stories, events) is posted regularly;

- Develops and manages a distribution list of relevant organizations/individuals;

- Manages all media contacts;

- Manage communications surrounding product launches and events promoting GovLab's work.

QUALIFICATIONS & REQUIREMENTS

The ideal candidate will be an accomplished communications professional with at least five years of senior level strategic communications experience, ideally in an "in-house" role within a nonprofit organization and covering areas such as website content, newsletters/blogs, and promotional materials. The ability to take knowledge and transform it into exciting and useful messages is critical.

S/he will be a self-starter, able to prioritize and manage multiple projects on different timelines and have a proven track record of being "an innovator" and in forging collaboration across a complex organization of various disciplines and professionals. S/he will also be an experienced audience strategist who can design effective audience research and segmentation.
In addition, s/he will have:

- Leadership experience in government, social science research, and/or non-profit sector (experience in multiple sectors preferred);

- A proven record of institutional external communications and cultivating relationships with important stakeholders;

- Experience in developing digital content and building and retaining large online audiences;

- A track record for translating strategy and needs into action plans and measurable output;

- The ability to develop appropriate metrics for measuring outreach success as well as impact;

- The ability to quickly learn and enhance the content and voice of the GovLab;

- Extensive writing and editing experience for both print and online media;

- An understanding of digital, mobile and video content platforms, including online traffic metrics and search optimization as well as social media;

- Significant skilled personal use of communications technologies including social media, mailing lists and wikis;

- A basic understanding of content creation tools (especially Adobe tools like InDesign and Illustrator), and front-end web development technology (such as HTML5/CSS3). Advanced familiarity/experience with these tools will be considered a plus.