

# Communications Manager

**REPORTING TO:** Director, Office of Strategic Communications

**LOCATION:** One Dag Hammarskjold Plaza, New York

**JOBS SUPERVISED:** N/A

**ASSIGNMENT LENGTH:** Indefinite

## **POSITION SUMMARY:**

The Population Council confronts critical health and development issues – from stopping the spread of HIV to improving reproductive health and ensuring that young people lead full and productive lives. Though biomedical, social science and public health research in 50 countries, we work with our partners to deliver solutions that lead to more effective policies, programs and technologies that improve lives around the world.

The Communications Manager is responsible for planning and implementing strategic communications to increase the reach, influence, and impact of the Population Council and our research. He/she oversees and drives digital marketing and content; executive visibility; conferences and events; media strategies; and strategic support and engagement for the Council's social behavioral science and biomedical research portfolios.

The manager works both independently and collaboratively and is a strong creative and critical thinker. He/she has excellent oral, written, interpersonal, organizational skills; a solid knowledge of and relationship base within the global health and development landscape; and the ability translate rigorous scientific research to diverse audiences. This person regularly collaborates with others within the External Relations Department and with staff at all levels within the organization. He/she also maintains strong relationships with organizations and individuals outside of the Council.

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## **RESPONSIBILITIES:**

1. Conceptualize and implement strategic communications campaigns that increase the visibility of the Population Council's research and thought leadership among key external audiences.
2. Create opportunities to highlight the Council's research and thought leadership in print, broadcast, and electronic media. Build and maintain relationships with reporters covering our issues and secure high-level media coverage.

3. Create and execute a strategy for using events and professional conferences to advance the Council's thought leadership among target audiences; organize and oversee the success of Council speaking opportunities, conference communications, events, and exhibits.
4. Ensure timely preparation of high quality communications materials including but not limited to press releases, op-eds, fact sheets, website content, blog posts, white papers, speeches, and talking points. Perform research and analysis using a variety of resources to develop appropriate messages and products.
5. Collaborate with other Council communications colleagues on a coordinated social media strategy and protocols for content placement.
6. Serve as Council spokesperson, as needed.
7. Monitor and provide accurate assessments of external developments and proactively provide strategic information to internal stakeholders about implications of or opportunities for Council communications.
8. Build and maintain strong relationships with key program and country office staff and with colleagues in the communications, publications, and development departments to facilitate information sharing and collaboration.
9. Provide leadership and support to communicators in the Council's country offices to ensure strategic and coordinated communications efforts across the Council.
10. Develop and implement crisis communications plans, as needed.

#### **QUALIFICATIONS:**

1. Bachelor's degree required
2. 6-8 years related experience in communications management/public relations
3. Proven track record of developing and implementing successful communications strategies and digital media campaigns for comparable programs or organizations

4. Strong working knowledge of the global health and development landscape; strong relationships with relevant partner organizations and coalitions
5. Excellent written, oral, and interpersonal skills; superior attention to detail
6. Ability to synthesize complex technical issues and data into language that is accessible and compelling to external audiences
7. Ability to think strategically, set priorities and manage concurrent projects, handle pressure, manage time effectively, exercise independent judgment and assume responsibility for seeing projects through to timely and successful completion
8. Self-motivated; willingness to work independently and as part of a team
9. Strong command of Microsoft Office Suite; familiarity with analytics software desired.
10. Experience in a nonprofit environment and demonstrated interest in international development, reproductive health, and/or HIV
11. Willingness and ability to travel – domestic and international (20% or more)

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*The Population Council is an international, nonprofit, nongovernmental institution that seeks to improve the well-being and reproductive health of current and future generations around the world and to help achieve a humane, equitable, and sustainable balance between people and resources. The Council conducts biomedical, social science, and public health research and helps build research capacities in developing countries. Established in 1952, the Council is governed by an international board of trustees. Its New York headquarters supports a global network of country offices. We are seeking an individual to fill the position described. If you know of a qualified candidate or are interested in this position, please apply at: <http://www.popcouncil.org/careers>*

*The Population Council provides equal opportunity; it does not discriminate against any person with regard to age, color, creed, national origin, disability, political belief, veteran status, religion, marital status, gender, gender identity, or sexual orientation. Decisions on employment are based on an individual's qualifications as related to the position for which s/he is being considered. The Council especially encourages applications from qualified women and members of minority groups. The Population Council is international in the composition of its board of trustees and its staff, as well as in the nature and deployment of its activities.*