Program Officer for Content Development and Digital Strategy
Communications, International Budget Partnership

As the action plans for raising and spending public money, budgets are the most essential tool that governments have to fight poverty and meet the needs of a country’s people. The most effective way to ensure that budgets translate into real improvements in people’s lives is for governments to make budget information publicly available and to engage citizens and civil society in budget decisions and oversight. This is why the International Budget Partnership (IBP) focuses on budgets. At the core of the IBP’s work to improve governance and fight poverty is our close collaboration with civil society organizations around the world to improve budget practices, systems, policies, and outcomes.

Central to the IBP's success, and that of our civil society partners, is our ability to use communications tools and strategies to raise the profile of our work, advocate for transparency and participation in public budgeting, disseminate relevant research findings, and support collaboration and learning. But the pace of change in the communications landscape has been nothing short of phenomenal.

The revolution in ICT has given us the ability to reach more audiences, more effectively, and more efficiently. To maximize this opportunity, the IBP needs someone with both the ability to develop compelling content and an excellent understanding of newly emerging platforms, trends, and behaviors in the digital space. Are you that person?

The IBP Communications program is seeking a Program Officer for Content Development and Digital Strategy, who will work in tandem with the organization’s leadership and staff to develop and implement integrated communications strategies. This program officer will play a role that is both creative and analytical in developing, producing, and promoting the IBP’s principal electronic communication products: the bimonthly newsletter, website, and social media platforms. The program officer will also support the communications capacity and efforts of the IBP’s staff and partner organizations and its international network.

Responsibilities

- Develop and implement strategies for using ICT tools to promote the IBP’s work and for increasing the number of subscribers, followers, and users of our electronic platforms and products
- Lead in the development and promotion of the bimonthly electronic newsletter
- Lead in the development, maintenance, and promotion of the IBP website and social media platforms, including developing a strategy to ensure that the IBP website and social media platforms are effectively integrated in order to raise the profile of our work and that of our partners and contribute to the success of our advocacy efforts
- Engage in ongoing assessment and evaluation of both the IBP’s current communications platforms and of newly emerging platforms in the digital, social media, and mobile space
- Liaise with IBP staff members on communications strategies and processes for producing and disseminating their research, advocacy, and promotional content
- Coordinate or contribute to IBP communication projects, such as production of multimedia materials, development of promotional materials, production of research or capacity-building materials, etc.
- Provide editing and proofreading support for all of the IBP’s written communications
- Supervise the work of temporary staff and interns who work with the communications program
- Contribute to media relations, particularly through electronic media and social networking tools
- Coordinate the production of IBP materials, including design, printing, and dissemination
- Represent the IBP at relevant events
• Participate in the formulation and development of the Communication team’s annual work plan and budget, coordinating with other programs/units of the IBP as may be required
• Participate on a regular basis in meetings of the Communications team, the IBP, and the CBPP

Skills and requirements
• Excellent English writing and editing skills and the ability to communicate concepts and ideas in a compelling and persuasive way
• A proven track record in developing and fully implementing innovative ideas and strategies
• Minimum of five years experience in developing and maintaining websites, including deep knowledge of the function and application of website and other electronic communications technologies and tools (such as content management systems, html, and mass email programs) and how to create information architectures for an effective and accessible website
• Minimum of five years experience in conceptualizing and producing regular organization or issue-based newsletters, including writing and editing content for a broad audience of civil society members, researchers, policy makers, and other public finance stakeholders
• Minimum of three years in designing and implementing strategies for social media and mobile outreach and campaigns
• Minimum of three years of applying the theories, approaches, and tools for communications and marketing to developing and implementing strategic plans for promoting organizations and their work
• Minimum of two years experience in supervising staff and interns
• Able to manage projects and time effectively; work collaboratively in a diverse international environment; and operate MS Office and other software programs as may be required
• Able to prioritize tasks according to deadlines and accomplish work on schedule
• Able to respond quickly to changing priorities and to work well under pressure
• Able to work independently with moderate supervision
• Able to work collegially and collaboratively as part of a geographically dispersed team
• Verbal and spoken fluency in Spanish, French, or other language is highly desirable
• Experience in developing multimedia products, providing technical assistance support and advice to civil society organizations; and engaging in broad-based advocacy will be considered a plus

Salary commensurate with experience, excellent benefits package

To apply: Send a resume and cover letter via email to butler-norris@cbpp.org. Please indicate Communications Program Officer in the subject line.

PLEASE NO PHONE CALLS

Resumes will be accepted until the position is filled.

The Center is an Equal Opportunity Employer.