



Communications and Outreach Expert

Form of Employment: Full time

Location: Islamabad, Pakistan

Background:

The Institute of Social and Policy Sciences (I-SAPS) is a policy research and advocacy institute working across Pakistan in a number of research areas, including education, disaster risk reduction, peace and stabilization, health and climate resiliency. I-SAPS undertakes multi-disciplinary research, develops human resources, informs public policies and engages the state and market in informed policy dialogues for sustainable development. Research, policy support and services offered by the institute are available to public, private and development sector organizations and their staff.

I-SAPS is seeking the services of a full time Communications and Outreach Expert for its head office in Islamabad. I-SAPS seeks an individual with experience in strategic communications and outreach and who can convey the policy insights of I-SAPS in an effective manner to key target audiences. The candidate should possess the capacity to comprehend the technical details of the policy analysis that I-SAPS carries out and be able to extract insights for the consumption of both technical and general audience segments.

You will play a pivotal role in developing and implementing effective communication strategies, enhancing our organization's visibility, and engaging with key stakeholders. Your primary focus will be to promote our research initiatives, projects, and findings to various audiences, including policymakers, media, and the general public. You will work closely with researchers, project teams, and senior management to effectively convey our mission, objectives, and findings.

Tasks and Responsibilities:

As a Communications and Outreach Expert your tasks would be the following:

- **Strategic Communication:**
 - Develop and implement strategic communication plans aligned with the organization's objectives and project requirements.
 - Identify target audiences, key messages, and appropriate communication channels for effective outreach.
 - Monitor communication trends and best practices to continuously improve communication strategies.

- **Content Creation:**

- Create compelling content for various platforms, including website, social media, newsletters, and reports.
 - Write and edit engaging articles, blog posts, press releases, success stories, and other communication materials.
 - Collaborate with subject matter experts and project teams to translate technical information into accessible content.
- **Digital Media Management:**
 - Manage the organization's digital presence, including website, social media accounts, and online platforms.
 - Develop and implement social media strategies to expand reach, engage audiences, and drive traffic to digital platforms.
 - Monitor social media analytics and generate reports to evaluate the effectiveness of communication efforts.
- **Stakeholder Engagement:**
 - Develop and nurture relationships with stakeholders.
 - Coordinate and participate in stakeholder meetings, workshops, and events to facilitate effective communication and collaboration.
 - Identify opportunities for partnerships and collaborations to amplify the organization's outreach and impact.
- **Branding and Visibility:**
 - Ensure consistent branding and messaging across all communication materials and platforms.
 - Develop and maintain the organization's visual identity, including logos, templates, and style guides.
 - Monitor media coverage and identify opportunities to enhance the organization's visibility and reputation.
- **Monitoring and Evaluation:**
 - Monitor and evaluate the effectiveness of communication and outreach activities, using relevant metrics and tools.
 - Collect feedback from stakeholders and target audiences to inform continuous improvement of communication strategies.
 - Prepare reports and presentations summarizing communication outcomes, lessons learned, and recommendations.
- **Capacity Building and Training:**



- Provide guidance and support to project teams on effective communication techniques and strategies.
- Conduct capacity-building workshops and training sessions on communication and outreach for staff and partners.
- Stay updated on emerging communication trends, technologies, and tools in the development sector.

Values and Competencies

Core Values:

The following values form the foundation of I-SAPS' internal culture and alignment with them is a necessary prerequisite for consideration:

- Human Dignity
- Respect for Diversity
- Honesty and Integrity
- Transparency

Required Skills and Experience:

The following skills and experience will be required to be eligible:

- Bachelors/Masters degree or above in communications, public relations, journalism, social sciences or a related field.
- Demonstrated professional experience of 6 to 8 years in communications, public relations, or a similar role.
- Excellent storytelling and content creation abilities, with the capability to translate complex research concepts into engaging and accessible language.
- Excellent writing, editing, and proofreading skills, with the ability to adapt content for different audiences and platforms.
- Proven experience in developing and implementing strategic communication plans and campaigns.
- Proficiency in utilizing various communication platforms and tools, including social media, content management systems, and graphic design software.

Functional Competencies

- Strong written and verbal communication skills, with exceptional attention to detail and accuracy.
- Ability to work independently, prioritize tasks, and manage multiple projects simultaneously.
- Strong interpersonal skills and the ability to collaborate effectively with diverse stakeholders.



- Knowledge of current trends and best practices in communications, outreach, and digital media.
- Familiarity with branding principles and visual identity guidelines.

What we offer:

I-SAPS offers meaningful opportunities to work as part of a diverse organization having international and national presence. As part of a team of renowned experts and researchers, you will have the opportunity to contribute to meaningful research initiatives and communicate findings to diverse audiences. Furthermore, you will play a role in informing the policy making process in Pakistan. The remuneration will be finalized based on prior experience and candidate's core competencies.

How to apply:

If you are interested in applying for this position, please send your application (cover letter and CV) to hrs@i-saps.org. Please include “**Communications and Outreach Expert**” in the subject line. Please note that only shortlisted candidates will be contacted for an interview. I-SAPS is committed to diversity and does not discriminate in employment based upon gender.

Institute of Social and Policy Sciences (I-SAPS)

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