

## **JOB DESCRIPTION**

### **Communications Manager**

**POSITION TITLE:** PCI Media Impact Communications Manager

**STATUS:** Full time

**REPORTS TO:** Director of Global Programs

**LOCATION:** New York, USA

#### **About PCI Media Impact ([www.mediaimpact.org](http://www.mediaimpact.org))**

PCI Media Impact is a fast-growing, high impact NGO with a mission to empower communities worldwide to inspire positive social and environmental change through storytelling and creative communication. Together with our partners around the world, over the last 30 years we have produced more than 5,000 episodes of 100 television and radio productions, reaching more than one billion people in over 50 countries. Our internationally acclaimed, award-winning campaigns include compelling narratives and unforgettable characters that provide vital information and that change attitudes and behavior on critical social, health and environmental issues. The power of broadcast media and world-class storytelling have proved to be a winning combination for PCI Media Impact in Asia, Africa, Caribbean and the Americas.

#### **About the Position:**

PCI Media Impact seeks to hire a Communications Manager to curate and champion the organizational voice for this international communication organization. Candidates should have a passion for our media-centered, community-driven social change approach, and the experience to effectively shape and promote the organizational narrative of this 32-year-old international non-profit.

At the PCI Media Impact headquarters, we have the unique positioning to manage high-level relationships with thought leaders in the field of Communications for Development from UN agencies, civil society and government, while also gaining direct access to community-level beneficiaries and implementers of our diverse programs. Successful candidates should bring the vision and passion to leverage that access for the benefit of PCI Media Impact's position as a thought leader and role in the International Development space.

The Communications Manager is responsible for working closely with the organization's program team to streamline story harvesting from our robust program portfolio, currently spanning over 30 countries in Africa, Asia, Latin America, the Caribbean and the United States. They will then be responsible to manage, implement, and improve the organization's overall marketing strategy on both traditional and new media platforms. They will play a key role in managing media relationships and PR activities, producing external and internal communication materials and writing about the work that we do.

The person who holds this position should embrace the complexity of PCI Media Impact's diverse issue sets and programs, while driving institutional efforts to communicate that complexity in a catchy, streamlined manner to donors, partners and peer organizations.

#### **Primary Responsibilities:**

- Lead the drafting, editing, and management of creative and impactful written content for

internal and external communication targeted at multiple audiences and across multiple platforms.

- Ensure that all communication outputs are of a high standard, respond to the needs of the target audience and partners, and are delivered within agreed budget and timelines.
- Manage the production workflow and implementation of a communications strategy that uses appropriate messages to target each audience.
- Create and implement a strategic plan for engaging stakeholders on various social media/online platforms including, but not limited to, Facebook, Twitter, Instagram, LinkedIn, Vimeo, SoundCloud and YouTube.
- Develop and produce multimedia micro-content using new or existing (programmatic) inputs to align with the organizational brand and disseminate on a variety of online channels.
- Play a lead role on the team managing the upcoming redesign of the organization's website and development of promotional collateral to match the refreshed aesthetic.
- Write and curate content to update the organization's website on a regular basis.
- Build on existing and develop new relationships with media, key decision makers, partner organizations and others.
- Manage the production/sharing of content on the organization's media distribution platforms.
- Drive the development and design of the program's website and oversee the maintenance once it is complete.

#### **Requirements:**

- 3+ years of experience working in Communication, Public Relations, Social Marketing, and/or Journalism.
- Exceptional writing skills and demonstrated ability in writing for multiple formats (print, digital, social media, etc.).
- Design Print/Web/Interactive processes and workflows.
- Proven experience of successfully managing, assisting or collaborating in media production workflows, print/advertising processes and social media placement.
- Strong interpersonal skills and ability to work with external partners and vendors.
- Ability to manage a complex workload and work on tight deadlines.
- Knowledge of editing and postproduction processes and software (especially the Adobe Suite, Final Cut, WordPress and other standard web CMS).
- Knowledge in the field of Communications for Development and/or Entertainment-Education programs preferred.

#### **TO APPLY**

Please email your detailed CV and cover letter to [jobs@mediainpact.org](mailto:jobs@mediainpact.org). Please include "Communications Manager" in the subject line of your email. No phone calls, please.