



## **Terms of reference Consultant – Communication assistant 3ie, New Delhi**

### **1. Background**

[The International Initiative for Impact Evaluation \(3ie\)](#) is an international grant-making NGO promoting evidence-informed development policies and programmes. We are the global leader in funding and producing and synthesising high-quality evidence of what works, for whom, how, why and at what cost. We believe that better policy-relevant evidence will make development more effective and improve people's lives. 3ie is a registered non-governmental organisation in the US. It has offices in New Delhi, London and Washington, DC.

### **2. Summary**

The advocacy and communication team within the Policy, Advocacy and Communication Office (PACO) is responsible for developing effective approaches to communicating research, advocating for evidence-informed policymaking and programming and promoting commitment to evaluation. The team anchors 3ie's internal and external communication, including producing content and maintaining the 3ie website and producing knowledge and communication products.

The consultant will support the work of the communication team in three major work areas; (1) events planning, management and media outreach; (2) communication planning and implementation (3) development of a variety of communication products. The ideal candidate will have experience with event management, a network of media contacts, strong writing and editing skills to help develop high quality communication material, as well as be a deadline oriented, self-starting, creative member of the team. The position is full-time and based in the 3ie Delhi branch office.

### **3. Key responsibilities**

#### **3.1 Events planning, management, media and outreach**

- Support the communication team in planning and management of 3ie's events, including Delhi seminar series, evidence weeks in Delhi, London and Washington, DC and 3ie-supported international conferences;
- Produce and post content on social media platforms like Twitter, Facebook and LinkedIn to increase online presence, share information and publicise 3ie events;

#### **New Delhi**

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- Work with the ICT assistant and digital assistant to ensure that all electronic mailing lists are built to needed specifications, are well maintained, allow effective segmentation;
- Liaise with vendors for events, including hiring venues, managing shipments, and producing marketing material for the event;
- Coordinate, track and report on external events in which 3ie staff participates for newsletters, reporting and other communication channels;
- Update and maintain 3ie's events calendar and ensure the information is shared as needed; and
- Track and report media mentions of 3ie's events.

### **3.2 Communication planning and implementation**

- Contribute to creating and implementing integrated communication plans for various 3ie events, call launches and products;
- Contribute to planning and coordination of content for 3ie's 10-year anniversary in 2018;
- Support communicating 3ie's work across platforms including relevant newsletters, mass media and social media;
- Update and maintain mailing lists, segmented by audiences and areas relevant to 3ie's work; and
- Any other support, as needed.

## **4. Qualifications and skills**

### **4.1 Education and work experience**

- Minimum requirement is a bachelor's degree in a field relevant to international development, with a minimum of two years' work experience in an area directly relevant to 3ie's work;
- Preferable qualification is a master's degree in a field related to international development with at least two years of relevant work experience in social science research or evaluation in international development
- Minimum requirement is two years of demonstrated experience in organising events, including, planning and implementation, with at least one relevant experience outside of India;
- 3ie prefers candidates with demonstrated experience in producing NGO marketing materials, including flyers, brochures and press releases; and
- Experience in using social media tools and best practices for effective social media engagement and online communication.

### **4.2 Skills**

- Excellent organisational skills, including experience in organising and managing local, regional and international events;
- Experience working with online marketing and email platforms like MailChimp;
- Experience using event organising platforms like Eventbrite;

- Demonstrated experience with planning and creating and managing communication content for social media, specifically Twitter, Facebook and LinkedIn, preferably using social media content management tools, such as Hootsuite;
- Knowledge of using Excel© or Access© or other relational database application to manage information;
- Superior demonstrated English-language skills;
- Exceptional writing and editing skills; and
- Knowledge of MS office applications, including Word©, Excel© and PowerPoint©.

## 5. Eligibility

3ie is an equal-opportunity employer. We do not discriminate on the basis of sex, age, ethnicity or sexual orientation. We particularly encourage women, ethnic minorities and differently abled persons to apply. Applicants must already have the right to work in India. Foreigners in India on a business visa do not qualify for this position.

## 6. Terms of employment

This consultancy is full-time (40 hours per week) through 31 May 2018, with the prospect for extending working arrangements as might be required. Salary will be commensurate with qualifications and salary history.

## 7. How to apply

Please apply by e-mail to [jobs@3ieimpact.org](mailto:jobs@3ieimpact.org) with the following application materials listed below. Please include “Consultant- Communication assistant” in the subject line. Incomplete applications will not be considered. The applicant must provide, at a minimum, the following information:

- A cover letter, not exceeding one page, highlighting your experience relevant to the terms of reference;
- Curriculum vitae (not to exceed two pages);
- Writing sample (please indicate if it is co-authored or produced by self)
- Contact information for three references

Only shortlisted candidates will be contacted. The interview process will include writing and editing tests.

**Applications will be accepted until the position is filled.**