

## Communications and Strategic Engagement Officer (due 27 June 2021)

The OECD is a global economic forum working with 38 member countries and more than 100 emerging and developing economies to make better policies for better lives. The Organisation provides a unique forum in which governments work together to share experiences on what drives economic, social and environmental change, seeking solutions to common problems. The OECD's Public Governance Directorate (GOV) works to help governments at all levels design and implement strategic, evidence-based and innovative policies to strengthen public governance, respond effectively to diverse and disruptive economic, social and environmental challenges and deliver on government's commitments to their people.

In GOV's Open and Innovative Government Division, the OECD Observatory of Public Sector Innovation ([OPSI](#)) serves as a global forum for public sector innovation, helping governments to understand, test and embed new ways of doing things through the application of fresh insights, knowledge, tools and connection. The Observatory works with OECD member and partner countries and others including other international organisations, academia and non-government organisations to support a more deliberate, consistent and reliable approach to public sector innovation. In 2021, OPSI is seeking to build on the momentum of our 2020 global conference, [Government After Shock](#), and enhance the ways in which we engage and connect with innovators around the world, to generate shared learnings and foster collaboration to help build more innovative governments.

OPSI is looking for someone to join the team to lead our efforts in:

- Providing an overarching strategic approach to our array of communications channels (e.g., newsletters, LinkedIn, Twitter, etc.).
- Communicating the insights gained from our research in engaging ways, including developing targeted campaigns, advancing the OPSI brand, and aligning communication about OPSI products to target audiences.
- Fostering meaningful relationships with our strategic partners in helping to tell the story of why public sector innovation matters.
- Developing innovative ways of engaging and growing our community of practitioners and public sector innovators around the world.
- Bringing together the public sector innovation community for virtual and in-person events.

Note: OPSI is an equal opportunities team. We recognise the value of having a diversity of backgrounds and views, and we encourage those from underrepresented groups to apply.

### Main Responsibilities

#### Communications (Strategy and Execution)

- Develop and execute a strategic communications strategy across a range of communication channels ([website](#), [newsletter](#), social media channels such as [Twitter](#) and [LinkedIn](#), etc.) and manage said channels.
- Support OPSI work and outreach with relevant and engaging communications products and artefacts that help convey key messages.
- Identify impactful ways to amplify OPSI research and work, disseminate findings, generate participation in OPSI events and data collection exercises, engage public sector innovators and build more coherent and integrated communities and networks of practice around OPSI work.
- Develop approaches for impact analysis and reporting of communications efforts to inform the development and direction of communications.

- Produce and edit copy in alignment OECD style guidance and OPSI branding/messaging.

### **Strategic Engagement and Event Planning**

- Use communication channels to develop and engage relevant stakeholder groups and communities around OPSI work, and to promote collaboration with and amongst our community.
- Coordinate with OPSI team members as well as key partners to identify and clarify key messages, capture new ideas and trends as they emerge from OPSI work, identify primary and niche target audiences and align the team's communication goals with its core purposes and project goals.
- Identify and execute opportunities for third-party contributions to OPSI content (e.g., guest blogs by experts).
- Support planning, coordination, communication and engagement around OPSI's global events (e.g., annual conference), network meetings and webinars.
- Coordinating communications with event partners and speakers, developing event materials, planning and executing event communication plans, and coordinating with OPSI team to develop a coherent and impactful event programme.
- Imagine and explore new ways of engaging people and fostering collaboration using new tools and technologies.

### **Digital Content Design**

- Design, develop and adapt communications products, reports, presentations and key documentation, using software such as Adobe Creative Cloud, Canva and Microsoft Suite.
- Format written documents into existing templates (page layouts, typesetting, etc.)
- Develop targeted communication campaigns around events and projects, with associated branding, style guidance, and reusable templates for OPSI staff and external partners.
- Assist in develop front end editing and non-technical design of OPSI web pages (e.g., thinking through structure and level of detail, discussing ways to convey information in a meaningful way, helping to maintain brand consistency, editing re-usable templates).
- Develop engaging and innovative content for social media channels, such as tweet cards, GIFs and videos.

## **Candidate Profile**

### **Academic Background**

- A post-secondary degree in communications, social science or public management/administration, innovation or other relevant fields.

### **Professional Background**

- At least two years of relevant professional experience.
- A strong track record in developing and implementing carrying out communications strategies and campaigns. Experience in digital content/graphic design would be a plus.

### **Desired Skills and Experiences include:**

- Willingness and openness to learn new skills and take risks.
- Strong inter-personal skills and desire to learn and collaborate with colleagues.
- Experience in social media strategy and management of social media channels.

- Experience in graphic design of reports, presentations, and social media content, using software such as InDesign, Illustrator, Photoshop, Canva, etc.
- Ability to analyse and understand target audiences and stakeholders and develop and implement strategic communications plans accordingly.
- Knowledge of developing and managing communities and networks, preferably through the use of digital tools and platforms.
- Experience in assessing communications strategies and developing and evaluating key performance indicators (e.g., through analytics, surveys, etc.).
- Knowledge of or experience in online event planning, design and management.

#### Languages

- Fluency in English required.
- Fluency in French and other languages will be considered favourably.

#### For this role, the following competencies would be particularly important:

- Achievement focus, Analytical thinking, Drafting skills, Flexible thinking, Client focus, Diplomatic sensitivity, Influencing, Organizational knowledge, Strategic networking.
- Please refer to the indicators of the [OECD Core Competencies](#).

#### Location and Citizenship requirements

- Candidates must be a citizen of one of the 38 OECD [member countries](#).
- Candidates currently based in Europe/France preferred.
- Candidates must be willing to relocate to Paris, France. OPSI anticipates returning to a partially physical operating environment in the near future.

#### Contract Duration and Salary

- Initial one year contract with a six month probationary period. There is the possibility of renewal to a maximum of two years.
- Monthly base salary of EUR 2,300-3,000, depending on experience.
- This position is classified as “temporary staff” and not as an OECD “official”. Thus, income is taxable.

#### How to Apply

To apply, please send an e-mail to [opsi@oecd.org](mailto:opsi@oecd.org) with the following by midnight **27 June 2021**:

- Your resume or CV.
- A cover letter describing your expertise and interest in the position.
- A response to the following prompt, which may be included in the same document as your cover letter or in a separate document.
  - Please describe a time when you designed and implemented a communications strategy/approach? Explain how and why you designed it, what channels of communication you used, and the impact of your decisions. You may share up to 3 URLs at the end of the text to demonstrate different types of content that you created.
- A portfolio or samples demonstrating any graphic design experience you may have (optional).