BACKGROUND

GPE is a shared commitment to ending the world’s learning crisis. It is the only global partnership and fund dedicated entirely to helping children in lower-income countries get a quality education, so they can unlock their potential and contribute to building a better world.

GPE mobilizes partnerships and investments to help 76 partner countries transform their education systems and deliver quality learning to more girls and boys, especially those who are marginalized by poverty, gender, disability, or displacement.

GPE recently launched a $5+ billion financing campaign, “Raise Your Hand”, to help transform education systems in up to 90 countries and territories, which are home to more than 1 billion children.

The GPE Secretariat, hosted by the World Bank, is seeking an experienced communications professional to be based in Europe or Washington DC for a period of six months from June to January 2022. The selected candidate will be hired for a short-term consultancy of 23 days in fiscal year 2021 and for up to 150 days in fiscal year 2022 to provide 6 months maternity leave cover for the campaign communications lead. The position will report to the Communications Team Lead and the Head of Advocacy and Communications and work closely with the social media specialist and campaigns and media associate.

DUTIES AND ACCOUNTABILITIES

- Financing Campaign (through July 2021):
  - Plan, design, implement and monitor creative digital communications strategies to ensure effective outreach to external audiences, building on the strengths and communications assets of the GPE Secretariat and GPE partners.
  - Coordinate with and track deliverables for communications firm supporting the financing campaign
  - Liaise with colleagues from the donor and global advocacy teams to coordinate public campaign actions in support of the financing campaign
  - Coordinate communications support for campaign events and the Raise Your Hand Live! virtual event series
  - Coordinate social media coverage of the Global Education Summit
- Social media:
  - Monitoring and content approval of all GPE social media channels, including Board Chair and CEO Twitter accounts.
Contribute and/or manage day-to-day work programs for social media specialist, video and event producers, photographers, graphic designers, and external agencies, as required. Oversee social content calendar and plan.

Use social media channels to reinforce GPE’s position in the global education/development landscape, drive traffic to website, and support replenishment objectives.

Stay abreast of latest technology, trends, and advocacy campaigns and propose new ideas relevant to GPE’s communications strategy.

Work with social media specialist to implement new techniques to engage audiences, based on daily data.

Monitor and address risks and/or leverage opportunities of GPE brand across media channels.

Events:

Act as communications focal point on events that GPE is hosting or participating in.

Engage with other Secretariat teams to provide communications support for events and coordinate technical support for virtual events.

Collaborate with colleagues within the GPE Secretariat and in partner organizations, including web and social media specialists, video producers, photographers, graphic designers to produce impactful content, including written pieces, messaging and multimedia products.

Relationships: Assist to initiate, develop and maintain effective professional relationships with communications colleagues from partner organizations (e.g., civil society, academia, donor agencies); collaborate with the advocacy team and donor relations team colleagues to ensure alignment of communication assets and campaigns.

Selection Criteria:

7+ years of work experience in externally facing digital communications

Demonstrated experience working on a cause-based advocacy campaigns and in international development

Experience managing a small team of creative and technical communications professionals is preferred

Self-motivated, creative, excellent organizational skills, proven ability to perform multiple tasks, and ability to work with both internal and external constituencies

Excellent interpersonal skills with a willingness to work in a team environment.

Interested candidates should send an email with a cover letter and CV to information@globalpartnership.org by April 23 2021. Please include “STC – Campaign Communications” as the subject.