

## VACANCY ANNOUNCEMENT: Public Outreach Officer (IEA Amsterdam)

The **International Association for the Evaluation of Educational Achievement (IEA)** is currently seeking a **Public Outreach Officer** to join our team at the IEA in Amsterdam, The Netherlands. The IEA conducts large-scale comparative studies of educational achievement and other aspects of education, with the aim of gaining in-depth understanding of the effects of policies and practices within and across systems of education.

### Job description:

The Public Outreach Officer will be responsible for further developing and implementing a comprehensive communications strategy for the IEA. The prospective candidate will be expected facilitate stakeholder outreach; update the IEA website; provide content for the IEA's social media presence; support the IEA's spokespeople; promote the IEA brand and values; and coordinate media events and the production of communications materials. In addition, he or she will play a central role in helping the IEA adopt innovative approaches to communications, leveraging traditional and new media opportunities.

### Knowledge requirements:

The Public Outreach Officer should be a motivated team player. He or she will need to possess exemplary planning and organizational abilities, demonstrable initiative, attention to quality, and strong written and verbal communications skills. The prospective candidate must have a solid interest in educational research and education policy, capability for overall strategic analysis and planning in communications, and be able to work within the context of a larger institution to coordinate all communications efforts. This will require strong verbal communication and networking skills, excellent news judgment, and experience in proactively pitching timely stories and op-eds. A strong familiarity with media outlets and strategies, including good knowledge of the main debates and issues in education policy, is also needed since the prospective candidate must be able to understand, simplify and synthesize complex issues and text, both in written and verbal forms.

### Responsibilities:

Reporting to the Director of IEA Amsterdam, the Public Outreach Officer will be responsible for:

#### *Coordinating media events*

Plan, prepare and coordinate media events, and support event management and promotion for the IEA IRC conference and other IEA events as requested. Events may include study and report releases or launches, involving activities such as creating and placing related op-eds and formatting reports to maximize accessibility and interest.

#### *Promoting IEA*

Collaborate with IEA members and National Research Coordinators to better promote the IEA, its studies, and its portfolios of competencies and expertise at country-level. Build and enhance an international network of IEA brand ambassadors in participating/member countries, to help disseminate IEA reports within the relevant ministries.

### *Media relations*

Engage with media targets and respond to media inquiries. Compile media lists, and develop and reflectively report on media relations with journalists and media outlets.

### *Branding*

Execute a strong IEA brand strategy with a clear organizational story and design profile. Ensure the correct application of the brand guidelines across all communication channels, both printed and online. Update branding guidelines. Coordinate the work of different suppliers, such as graphic designers, photographers and filmmakers, or video editors to create new communications collateral and ensure a unified visual identity.

### *Social Media*

Develop and implement a communications strategy. Develop and prioritize web and new media (outreach) content in proportion to their impact on the IEA's mission. Develop ad-hoc social media strategies. Implement the IEA strategy for social media (producing collateral and coordinating postings across the different channels). Draft and implement growth hacking techniques. Deal with providers and report on specific social media campaigns.

### *Stakeholder engagement*

Increase the visibility of the IEA with external audiences. Support and promote the IEA's spokespeople during public events and via traditional and new media channels. Engage with external audiences to create opportunities for IEA participation and venturing. Represent the IEA in external meetings. Present initiatives to both internal and external stakeholders.

In executing these tasks, the Public Outreach Officer will be responsible for preparing budgets for all public outreach activities.

### **Profile:**

- Right to work in the Netherlands;
- Minimal qualifications: 1) a Bachelor's degree in a relevant field, preferably with a background in journalism and 2) a minimum of three years of professional experience as a journalist, or in undertaking media/public outreach (media event management) on behalf of an organization, ideally in an international setting;
- Solid work experience in organizational branding and the development of communications strategies, online (new media) and direct communications, production of publications and photojournalism;
- Excellent communication skills, both written and verbal in English (native or bilingual);
- Strong writing and editing skills for creating stories, and the ability to proofread materials quickly and accurately;
- Experience and interest in research communications and educational assessments are preferred, including the ability to communicate research effectively to a policy audience;
- Ability to manage a busy workload with tight deadlines;
- Highly collaborative approach, with strong interpersonal skills;
- In possession of a solid network of relevant journalist contacts;
- Experience with multicultural team work; and able to travel.

**Additional information:**

The Position is **full time**.

**Starting date:** ASAP.

\*Please provide your desired salary range.

\*We welcome international and multilingual applicants.

**Closing date:** 21 January 2018.

For interested candidates, please send your application (cover letter and comprehensive CV) by e-mail to: [HR@iea.nl](mailto:HR@iea.nl). Please include two writing samples, and indicate "Public Outreach Officer" in the subject line.

**Interviews will be held during the week commencing 29 January 2018 at the IEA in Amsterdam.**

**Homepage:** <http://www.iea.nl/>