

## Vacancy announcement: Media and Outreach Officer (IEA Amsterdam)

The International Association for the Evaluation of Educational Achievement (IEA) is seeking a **Media and Outreach Officer** to join our team at the IEA in Amsterdam, The Netherlands. 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 and responsibilities

IEA has a strong reputation amongst researchers but our work is also relevant for policymakers, educators, media and the general public and is receiving increasing attention from these groups. The goal of our research is to get a better understanding of education systems and to use this knowledge to help improve education worldwide. Therefore, it is essential to increase the profile of our studies and their results.

Recently, IEA has invested significant resources into expanding our communications and dissemination activities. Reporting to the Head of Communications, who is in turn line-managed by the Director of IEA Amsterdam, the Media and Outreach Officer will be responsible for media relations and public dissemination of IEA's research and data, with a particular focus on policy makers. This is a great opportunity for a motivated individual to shape the public outreach strategy of a large, international organization.

Key responsibilities for the position include:

- Increase IEA's profile among journalists, media, public and policy makers by proactively pitching stories around IEA data and working with research colleagues to write op-eds and guest articles in external publications;
- Train and support IEA spokespeople to represent IEA at public events and in the media;
- Plan, prepare and coordinate media events such as press launches of IEA study reports;
- Continually expand media and partner lists and develop and report back on media relations and coverage of IEA's work;
- Develop and maintain an active network of relevant media contacts, ideally building on existing relationships carried over from previous roles;
- Support the Head of Communications with managing and expanding IEA's social media channels (currently: Twitter, LinkedIn, Facebook and YouTube) and harness these platforms as tools for outreach
- Create content, manage and update public-facing pages on the IEA website
- Support IEA colleagues with organizing and managing IEA events (e.g. annual research conference)
- Keep up-to-date with the main issues and debates in education policy and pro-actively identify opportunities for IEA contributions;
- Identify opportunities for briefings and dialogue between government officials and the IEA;
- Prepare communications materials (written and multimedia) to support the recruitment and retention of participants for IEA studies;

### Knowledge and skill requirements

Candidates must have a solid base in public relations and communications with specialized interest and expertise in media and policy relations. As the role often, at times, involves simplifying complex data for wider audiences, experience working with numbers or communicating statistics is a big plus.

The successful candidate will be a proactive team player with the ability to build and maintain strong relationships among internal and external stakeholders. He or she will possess exemplary communication skills (both written and verbal), strong planning and organizational abilities, initiative, attention to detail and cultural sensitivity for working within an international context.

Previous employment within a media relations role in a research or non-governmental organization is preferred and candidates should demonstrate an awareness of how communications approaches for these types of organizations are different to commercial companies. Candidates should be skilled in adapting key messages to suit different audiences. The ideal candidate will also be skilled in communicating research to a policy audience. Experience with educational research and assessments is a bonus.

## Profile

- Right to work in the Netherlands;
- Minimum qualifications: 1) a Bachelor's degree, preferably in journalism, communications/media relations, international relations or other relevant discipline and 2) a minimum of two years in a professional media relations or public outreach role on behalf of an organization, preferably in an international setting;
- Excellent written and verbal English communication skills (native or near native is preferred), a confident public speaker and clear and fluent writer. Additional language skills are an asset;
- Experience with both print and digital media is a must;
- A born networker, ideal candidates will already have existing, relevant journalist or media contacts and will proactively develop and expand these connections;
- Excellent digital and online communication skills, previous professional experience with social media and website management are preferred;
- A natural story teller, candidates should be adept at identifying and crafting stories which will interest target audiences and know how to write headlines that attract media attention;
- Excellent organizational skills, with strong attention to detail and commitment to ensuring the accuracy of information;
- Motivated self-starter with the ability to initiate ideas and follow them through to completion;
- Diplomatic approach to working with internal and external stakeholders, cultural sensitivity and awareness of the challenges of working in an international organization;
- Experience and interest in research communications is preferred, ideally within an educational context;
- Confident working with numbers and communicating complex data;
- Ability to manage a busy workload with tight deadlines. Experience with event and/or project management are assets;
- Strong interpersonal skills and ability to collaborate effectively with other partners in a global and multicultural environment;
- Experience with multicultural team work and the ability to travel.

## Additional information:

The Position is full time.

The working language for IEA is English. We welcome international and multilingual applicants.

**Desired starting date:** ASAP

**Closing date:** 23<sup>rd</sup> July

Interested candidates should send an application (cover letter, comprehensive curriculum vitae and desired salary range) by e-mail to [hr@iea.nl](mailto:hr@iea.nl). Please include "Media and Outreach (IEA Amsterdam)" in the subject line.

For informal enquiries about this role, please contact Andrea Netten ([a.netten@iea.nl](mailto:a.netten@iea.nl)).

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