

Vacancy Announcement: Media and Communications Liaison (IEA Amsterdam)

*IEA is looking for a skilled communicator to join the IEA Amsterdam team as **Media and Communications Liaison**. IEA is a non-profit that conducts high-quality, large-scale comparative studies of education across the globe. Our studies enable better understanding of the policies and practices that foster educational progress and play a critical role in helping nations build their own knowledge and research capacity.*

Job Description

In recent years, IEA has invested into and expanded our communications and dissemination activities, including establishing a team that comprises of publication, design, events, and communications specialists. The Media and Communications Liaison will report to, and work closely with, the Head of Communications and the team to carry out the communications function for IEA.

The Media and Communications Liaison provides support in promoting IEA to the communities it serves by communicating information about IEA's work to various audiences. This role is especially focused on building and maintaining relationships with key stakeholders. This is a great opportunity for a motivated individual to shape the public outreach strategy of a large, international organization.

Key Responsibilities

Media & Outreach:

- Development and implementation of media plans, writing media releases, and handling media inquiries in relation to IEA study releases, together with International Study Centers;
- Monitoring media coverage and impact evaluations;
- Developing and maintaining an active network of relevant media and partner contacts, building on existing relationships carried over from previous roles;
- Coordinating media conferences (online or in person) around launches of IEA study reports;
- Training and supporting IEA spokespeople to represent IEA at public events and in the media;
- Working with research colleagues to write op-eds and guest articles in external publications.

Partnership Communications:

- Enhancing collaborations, and identifying opportunities for briefings and dialogue between new and existing partners and IEA;
- Assisting with the identification of stories about IEA's work;
- Supporting IEA members with their national communications for IEA studies;
- Keeping up to date with the main issues and debates in education policy and pro-actively identify opportunities for IEA contributions;

Social Media:

- Managing and expanding IEA's social media channels (currently: Twitter, LinkedIn, Facebook, and YouTube) and harnessing these platforms as tools for outreach;
- Organizing editorial calendar, editorial scheduling of social media assets, and social media analytics;
- Managing and connecting with social media community to foster engagement and growth;
- Drafting or editing of social media assets and briefing in graphic design content for social media;
- Moderating all user-generated social media content in line with IEA's guidelines.

Knowledge & Requirements

Candidates must have professional experience in media and partner relations, journalism, communications, or equivalent. Previous employment within 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. An understanding of the organization, how it is positioned, and IEA's key stakeholders is also important.

Profile

- Right to work in the Netherlands with the ability to travel;
- Minimum qualifications: 1) bachelor's degree, preferably in journalism, communications/media/international relations, or other relevant discipline, and 2) minimum of five years in a similar role;
- Native or near native written and oral English communication skills (the working language for IEA is English) and clear and fluent writer. We welcome international and multilingual applicants;
- A born networker, ideal candidates will have the ability to build and maintain strong relationships among internal and external stakeholders;
- A good grasp of data and numbers is important as the role involves translating often complex research for different audiences;
- A natural storyteller, candidates should be adept at identifying and crafting stories which will interest target audiences and know how to write headlines that attract media attention;
- Experience developing content for social media and with using social media publishing tools;
- Ability to collaborate effectively with and get buy in from a variety of people, including those at a senior level, and good interpersonal skills;
- Excellent organizational skills, with strong attention to detail and commitment to ensuring the accuracy of information. Ability to manage a busy workload with tight deadlines;
- Motivated self-starter with the ability to initiate ideas and follow them through to completion;
- Diplomatic approach to working with stakeholders, cultural sensitivity, and awareness of the challenges of working in an international organization;
- Experience and interest in research is preferred, ideally within an educational context;
- Experience with both print and digital media is a must;

Additional information

The position is full-time and based in Amsterdam. An initial one-year contract will be offered, with the opportunity to discuss possible renewal prior to the end of the contract term. Interested candidates should send an application (cover letter, comprehensive curriculum vitae, and desired salary range) by e-mail to hr@iea.nl. Please include "Media and Communications Liaison" in the subject line. For informal enquiries about this role, please contact Katie Hill, Head of Communications, k.hill@iea.nl.

We Offer:

- A hybrid working environment, with a 60–40% working from office/home policy
- Laptop and other hardware and software for work from home and the office
- Learning and development opportunities
- 25 paid holidays, according to Dutch law
- A competitive compensation and benefits package
- A supportive and inclusive culture

Desired starting date: ASAP **Closing date:** 31 January 2024

Interviews: Between 5–9 February at IEA Amsterdam.