Communication Specialist

Location: Institute for Economics & Peace - global head office, Sydney, Australia

Salary: Commensurate with experience


This is a unique opportunity to build a career in the marketing & communication space while impacting a truly global audience. The role offers room to develop high impact marketing and communication skills in an established international environment.

In this role you will be overseeing:

- **Media** - execution of IEP’s media strategy including international media outreach
- **Content** - Create and deliver media, corporate and digital content
- **Publishing** - Manage the proofreading and layout process for IEP content

You will be engaging with a global audience, delivering cutting edge information with global significance. Our primary function is helping to build a more peaceful world through the effective communication of the Institute’s peace and conflict data and research. Though a small team, we enjoy a yearly global reach of over 28 billion media, broadcast and social media impressions. This is a unique opportunity to experience measurable, global impact through your work and to further build your career.

We are looking to hire a highly motivated individual who enjoys hard work, and demonstrates strong initiative. An excellent communicator, you’ll understand how to effectively communicate with - and market to - various global demographics. You enjoy working independently, as well as contributing collaboratively. You’re a team player who is driven, creative, passionate about the use of media and communications to help create a better world.
About the Institute for Economics & Peace

The Institute for Economics & Peace (IEP) is an exciting non-profit research organisation that focuses on the communication of research on global peace. It is headquartered in Sydney, Australia and has global offices in New York, Brussels, The Hague, Mexico City and Harare. The Institute is independently funded, a non-partisan organisation and is not politically aligned.

Rated as one of the world’s most impactful think tanks by size, its work is used and referenced by many of the leading organisations in the world including the UN, the OECD and the World Bank. It also has a global consulting practice, performing work for many of the leading multilateral organisations and government departments.

IEP’s main products - the Global Peace Index and Global Terrorism Index - receive billions of media and digital impressions per annum and are considered the leading products in the world in their field. The Institute’s core products are used in thousands of university courses, and with partnerships, conducts training courses in countries such as Zimbabwe, Tunisia, Mexico and Uganda. The Institute’s research is regularly featured in leading international media publications including the Guardian, the Economist, Huffington Post, Washington Post, CNN, and BBC.

Other partner organisations include the Economist Intelligence Unit, the Center for Strategic and International Studies (CSIS), Rotary International, the International Chamber of Commerce, Club de Madrid, the World Tourism and Travel Council (WTTC) and the Commonwealth Secretariat.

The Role

The role works in collaboration with the Communications team and reporting to the Global Marketing & Communication Director. You are responsible for growing, managing and measuring our various social channels; publishing daily content, managing our digital platforms, and leading new initiatives to drive engagement.

- **Media** - in collaboration with the Global Marketing & Communication Director, execution of IEP’s media strategy including international media outreach, media briefings
- **Content** - Create and deliver press releases, media relations content, case studies, executive bios, corporate newsletter & blog content, social media content, and speaking proposals.
- **Publishing** - Manage the proofreading and layout process for research reports and communications materials, copy edit and revise where necessary.
Daily duties and responsibilities:

- Develop and execute IEP's communications strategy for key media contacts.
- Conduct extensive international media outreach, and research media coverage and industry trends.
- Create thought leadership materials including op-eds and blog posts.
- Create and deliver press releases, media relations content, corporate newsletter & blog content, social media content.
- In collaboration with the Communications team, create company literature, marketing and promotional materials - both print and digital.
- Manage the proofreading process for research reports and communications materials, copy edit and revise where necessary.
- Prepare press briefing materials.
- Maintain a database of journalists and media contacts, including bloggers.

The Selection Criteria:

- Experience in international media outreach working with Tier 1 and Tier 2 media.
- A self-starter, high energy, articulate and a team player.
- Excellent verbal and written communication skills.
- Will be able to work with minimal supervision but also to work with a clear mandate and approval processes.
- Proven experience developing and implementing communications strategies.
- Ability to comprehend and summarise complex research materials.
- Will be culturally sensitive and flexible as the organisation grows.
- University (or equivalent) degree in communication/journalism/international relations/political sciences.
- Minimum of three years of working experience with increasing responsibilities in public affairs, communications and related fields, specifically demonstrating capabilities to effectively write, edit and present public information on complex subjects for print and digital media, preferably at international or intergovernmental level.
- Desirable - experience in peace, conflict and development or related disciplines.

Desired personal qualities:

- Excellent attention to detail and solution oriented.
- Ability to meet multiple deadlines in a fast-paced work environment.
- Ability to work well under pressure with discretion and judgement.
- A commitment to and an interest in peace and development.
- Comfortable working in an office based environment.
Information & to Apply

Location: This position is based full time at IEP headquarters in Sydney, Australia.

Only candidates with full working rights for Australia and who are located in Australia will be considered for the role.

Hours: 9:00 – 5:30pm, Monday – Friday. This is an office based role with an international focus and may, from time to time, require evening or early morning conference calls.

Remuneration: The Communications Specialist remuneration salary package will be commensurate with experience.

Applications to: CV and cover letter addressing the selection criteria and desired personal qualities to jobs@economicsandpeace.org

Deadline for applications: Friday 29 July, 2022

Website: www.economicsandpeace.org, www.visionofhumanity.org