

## **Senior Communications Officer, Campaigns and Social Media (Short-term consultant, maternity cover)**

**Duration:** 25 days before June 30, 2025, with an option to extend to 150 additional days through June 30, 2026. Contingent on performance and budget.

**Location:** Washington, DC or remote from EST or CET timezone

### **Role and Responsibilities**

The Senior Communications Officer, Campaigns and Social Media (Maternity Cover) will be responsible for leading the execution of GPE's campaigns and social media strategies, ensuring that campaign objectives align with GPE's broader communications goals. Reporting to the Communications Team Lead, the consultant will focus on creative campaign development, digital engagement, and content creation.

Interested candidates should submit a CV and Cover Letter to Ludovica Pellicoli [information@globalpartnership.org](mailto:information@globalpartnership.org) with the subject "Campaigns STC" by April 25, 2025.

### **Key Responsibilities:**

#### **Campaign Strategy and Execution:**

- Support the execution of the global communication campaign in support of GPE's replenishment, bringing fresh creative ideas to drive engagement and awareness.
- Support coordination and engagement with consultants and creative firms to ensure alignment with campaign objectives.
- Generate innovative digital campaign concepts that resonate with key audiences.
- Provide strategic advice on the political aspects of GPE's social engagement, ensuring alignment with the interests and sensitivities of partners and donors.
- Advise on the development of communication strategies that consider the political landscape and its impact on GPE's objectives.

#### **Social Media Strategy and Execution:**

- Oversee GPE's social media presence across multiple platforms, focusing on growing engagement and shifting away from reliance on 'Twitter/X' by leveraging Instagram, LinkedIn, Threads, and WhatsApp.
- Oversee the creation of compelling social media content, integrating multimedia elements to enhance digital storytelling.
- Identify and capitalize on emerging digital trends to increase reach and impact.

#### **Content Development and Brand Management:**

- Lead the creation of high-impact multimedia content, ensuring brand consistency and resonance with target audiences.
- Provide guidance on visual identity and creative activations.
- Support positioning of GPE leadership through dynamic and interactive digital content.

#### **Collaboration and Coordination:**

- Work closely with internal teams, including the communications, advocacy, and donor teams, to ensure an integrated approach to campaigns and social media.
- Support content planning, creative approvals, and social media strategy reviews in alignment with campaign objectives.

#### **Reputation and Risk Management:**

- Monitor and manage GPE's brand reputation through social media and digital channels, identifying and addressing potential risks proactively.

#### **Public Policy and Event Support:**

- Support communications strategies for key events, including digital amplification and media engagement.
- Assist with branding and content for event-related social media efforts.

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### **Selection Criteria**

#### **Education and Experience:**

- Bachelor's degree with at least 10 years of relevant experience, or a Master's degree with 8 years of relevant experience.

### **Key Competencies:**

**Accountability & Results Focus** – Engages in productive consultation without losing sight of responsibility for own, and team, decisions, deliverables and deadlines. Doesn't let the pursuit of perfection prevent forward progress, in self or on teams. Seeks clarity from colleagues or leadership team when needed; Helps junior staff get needed clarity to move work forward; works within and across teams to remove obstacles and resolve issues. Takes ownership of own mistakes, failures or oversights, and seeks to correct them; Shares credit for team accomplishments and accepts joint responsibility for team mistakes. Manages differences of opinion to productive resolution so as not to impede progress. Ensures group efforts produce clear actions and decisions and tasks conclude.

**Adaptability** – Models flexibility – responds to changing circumstances by innovating and altering behavior to better fit different situations. Learns new skills, performs work in different ways and coaches team members to do the same. Exerts a calming influence on colleagues and staff in stressful situations. Professionally deals with personal discomfort in a changing work environment and helps others do so.

**Collaboration & Teamwork** – Views the whole of the Secretariat as greater than sum of the parts and works collaboratively with colleagues with shared goals in mind. Acts as a teammate; steps in to supports teammates and colleagues across teams as needed, regardless of organizational boundaries. Recognizes, values and reinforces the role of each team in delivering on GPE's mission. Approaches challenges and obstacles as shared challenges to be overcome and leads groups to this outcome. Fosters productive group dynamics and actively seeks and considers diverse ideas and approaches. Supports and acts in accordance with final group decision, even when decisions don't reflect own position.

**Communication & Interpersonal Skills** – Has extensive experience & success working in multicultural environments. Speaks and writes clearly and effectively, adapting language, tone, style and message to diverse, multicultural audiences, internally and externally. Skilled at communicating complex information in succinct and digestible ways; coaches others to develop this skill. Shares information and keeps people informed; Operates with transparency, in a way that builds trust in a culturally diverse environment; Within and across teams, addresses behaviors that undermine transparency and trust. Maintains productive working relationships with

colleagues and holds team members responsible for doing the same. Engages in active listening and two-way conversation. Asks questions for clarification and responds to others appropriately. Learns from others' ideas and expertise.

**Planning & Organizing** – Works well independently and in teams. Develops clear goals aligned to agreed strategies and direction. Plans and prioritizes work effectively, for self and assigned teams Works under pressure and against tight timelines, and still delivers high-quality work. Manages own and team time efficiently, and delegates appropriately. Foresees risks and identifies mitigation strategies and contingencies.

**Campaigns and Social Media** – Extensive experience in planning, designing, implementing, and monitoring creative digital communications strategies. Expertise in crafting effective outreach to external audiences, leveraging the strengths and communications assets of the GPE Secretariat and partner organizations. Broad base of knowledge about trends in digital world. Expertise in managing and maintaining the organization's social media channels. Adept at guiding team members in crafting engaging and compelling content for various platforms, ensuring consistency with the organization's brand. Proven ability to foster strong interpersonal and communication skills within the team to engage with online communities, respond to inquiries, and foster positive interactions with followers and stakeholders. Deep understanding of social media analytics tools and guides team in leveraging them to monitor risk, track performance, gather insights, and make data-driven recommendations for improving social media presence and impact.

**Conceptual and Analytical Skills** – Expert level research skills and experience developing them in others. Extensive experience leading efforts to quickly analyze and synthesize information from technical reports and other sources, summarize it into key messages, and use it for political influencing. Experience modeling analytical and problem-solving skills for junior staff and guiding them in applying them to their operational tasks. Strategic thinker with ability to translate strategy into tactical actions.

**External Relations** – Adept at managing, and guiding others in managing, communications with government and public institutions, CSOs, parliamentarians, think tanks, international institutions, business groups, and other audiences critical to GPE's work. Strong political awareness, ability to diplomatically handle sensitive situations with target audiences, and to guide more junior staff in doing so. Deep knowledge of communications and external relations strategy, tactics, tools, and products, and extensive experience using them to achieve strategic objectives. Deep knowledge of communications and external relations strategy, tactics, tools, and

products, and extensive experience in deploying the best vehicles to fit various scenarios. Extensive experience overseeing production of complex communications products of all types, including video production. Expert at writing and editing complex communications products for purposeful structure, clarity of ideas, and logical, persuasive presentation. Sufficient experience with graphic design principles and developing trends to guide team members. Sufficient understanding of graphic design for digital media purposes and creation of infographics and presentations (e.g. Photoshop, Canva, PSD, AI or similar) to guide team members.

**Relationship Management** – For assigned stakeholder group (e.g. donors, private sector & foundations, civil society, or other), deep knowledge of the organizations and their unique characteristics, and strong professional network with key players. Understanding of, and sensitivity to, stakeholder perspectives, interests and needs and their intersection with GPE's goals and interests. Extensive experience forging and managing relationships and developing partnerships that expand the reach and impact of the organization. Strong influencing and negotiation skills; Skilled at getting alignment behind a common goal, and support for specific courses of action or solutions. Possesses strong political judgment, diplomatic sense, conflict resolution and problem-solving skills.

**Representation Skills** – Well-rounded with a broad base of knowledge about GPE, its partners, its work, its challenges and its impact (not expected for external candidates). Expert ability to think and respond quickly and extemporaneously with tact and diplomacy, and to present a credible and convincing presence. Ability to represent GPE and the full range of its activities and products to external stakeholders. Thorough understanding of the political landscape within which GPE and its partner countries operate.