



## **Terms of reference**

### **Consultant – Content writer and editor**

#### **3ie, New Delhi**

## **1. Background**

[The International Initiative for Impact Evaluation \(3ie\)](#) is an international grant-making NGO promoting evidence-informed development policies and programmes. We are the global leader in funding and producing and synthesising high-quality evidence of what works, for whom, how, why and at what cost. We believe that better policy-relevant evidence will make development more effective and improve people's lives. 3ie is a registered non-governmental organisation in the US. It has offices in New Delhi, London and Washington, DC.

## **2. Summary**

The advocacy and communication team within the Policy, Advocacy and Communication Office (PACO) is responsible for developing effective approaches to communicating research, advocating for evidence-informed policymaking and programming and promoting commitment to evaluation. The team anchors 3ie's internal and external communication, including producing content and maintaining the 3ie website and producing knowledge and communication products.

The consultant will support the work of the communication team in three major work areas; (1) writing, updating and editing content for the 3ie website; (2) helping to produce 3ie's annual report; and (3) external communication of messages based on our new strategy. The ideal candidate will have technical knowledge, and writing and editing skills to help translate 3ie's information into effective online communication, as well be a highly productive, deadline oriented, self-starting and creative member of the team. The position is full-time and based in the 3ie Delhi branch office.

## **3. Key responsibilities**

### **3.1 Website content writing, editing and workflow management**

- Review, edit and improve existing content as per website design and by working with relevant 3ie subject and activity experts;
- Review existing content and add relevant keywords to enable migration to a new website by November;
- Write and edit new content for webpages;
- Support the communication officer to develop and publish an internal style guide and guidelines for writing for the website; and,

#### **New Delhi**

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- Ensure consistency of 3ie style, branding and clarity of thought across all webpages on the new website.

### **3.2 Content production and management of annual report 2017**

- Collect and collate content for 3ie's annual report; coordinate across teams and offices to ensure deadlines are met;
- Review and support drafting and editing of content, identify relevant photographs and graphics as needed;
- Liaise with vendors, in particular, designers, graphic designers, copy editors, proof readers and printers to ensure deliverables are produced as per deadlines and are consistent with the brief given to the vendor; and
- Provide any other support, as needed.

### **3.3 Marketing and dissemination of strategy 2020**

- Support creation of an integrated communication plan for 3ie's strategy 2020 document and identify opportunities for marketing and disseminating the strategy;
- Develop key messages for specific audiences for different communication channels; and,
- Create dissemination lists for targeted audiences.

## **4. Qualifications and skills**

### **4.1 Education and work experience**

- Minimum requirement is a bachelor's degree in a field relevant to international development, with a minimum of three years' work experience in a directly relevant area of international development and 3ie's work, including understanding social science research and evaluation methods; or
- Preferable qualification is a master's degree in a field related to international development with at least two years of relevant work experience in social science research or evaluation in international development;
- Minimum requirement is three years of demonstrated experience in writing content related to development, preferably requiring translating research into accessible English for non-researcher audiences, for websites or other relevant content platform; and,
- 3ie prefers candidates with demonstrated experience in producing NGO marketing material, including annual reports.

### **4.2 Skills**

- Demonstrated strong writing and editing skills and attention to detail;
- Superior English-language skills;
- Excellent organisational skills, including experience using online project management tools; and,
- Knowledge of MS office applications, including Word©, Excel© and PowerPoint©.

## 5. Eligibility

3ie is an equal-opportunity employer. We do not discriminate on the basis of sex, age, ethnicity or sexual orientation. We particularly encourage women, ethnic minorities and differently abled persons to apply. Applicants must already have the right to work in India. Foreigners in India on a business visa do not qualify for this position.

## 6. Terms of employment

This consultancy is full-time (40 hours per week) through 31 March 2018, with the prospect for extending working arrangements as might be required. Salary will be commensurate with qualifications and salary history.

## 7. How to apply

Please apply by e-mail to [jobs@3ieimpact.org](mailto:jobs@3ieimpact.org) with the following application materials listed below. Please include “Consulting- Content writer and editor” in the subject line. Incomplete applications will not be considered. The applicant must provide, at a minimum, the following information:

- A cover letter, not exceeding one page, highlighting your experience relevant to the terms of reference;
- Curriculum vitae (not to exceed two pages);
- Writing sample (please indicate if it is co-authored or produced by self); and
- Contact information for three references

Only shortlisted candidates will be contacted. The interview process will include writing and editing tests.

**Applications will be accepted until the position is filled.**