



## Senior Manager, Communication and Advocacy 3ie, New Delhi

### 1. Background

The [International Initiative for Impact Evaluation \(3ie\)](#) promotes evidence-informed, equitable, inclusive, and sustainable development. We support the generation and effective use of high-quality evidence to inform decision-making and improve the lives of people living in poverty in low- and middle-income countries. We provide guidance and support: to produce impact evaluations and associated formative evaluations, systematic reviews and syntheses, and evidence gap maps; and to facilitate the uptake and use of that evidence in decision-making and capacity development. 3ie is registered as a not-for-profit, non-governmental organisation in the United States. It has offices in New Delhi, London and Washington, DC.

The **Senior Manager, Communications and Advocacy** will manage a unit that is responsible for strategic integrated communication and advocacy, including the production of all editorial products (e.g. reports, briefs, papers and marketing materials), our online communication, including the website and associated platforms and multimedia. The position will be based in New Delhi, India, and will report to the senior management team (SMT) member who oversees 3ie's external relations, business development, and other areas.

### 2. Key responsibilities

#### 2.1 Delivery of 3ie's communication and advocacy outputs and activities

- **Publication of 3ie reports:** supervise the team that produces 3ie's series reports and papers, and briefs;
- **External communication materials:** provide inputs and review all materials written by staff from across 3ie and by collaborators; including videos, blogs, website content and newsletters;
- **Website:** supervise website operations including approving proposals to refresh, upgrade, repair and conduct regular maintenance of 3ie's website, and all other aspects of 3ie's web presence and associated constituent and supporting elements;
- **Digital and social media campaigns:** manage the operations support to digital and social media campaigns that 3ie management and staff want to undertake for promotion of institutional messages;
- **Online training courses:** manage the support needed to enable 3ie staff to put on courses; this involves (i) working with staff as they come up with ideas, curricula, and content for courses, (ii) taking care of all of the IT aspects of getting the courses up and operational, and (iii) assisting 3ie staff in the roll-out of courses;

#### New Delhi

202–203, Rectangle One, D-4, Saket District Centre, New Delhi – 110017, India

[3ie@3ieimpact.org](mailto:3ie@3ieimpact.org) Tel: +91 11 4989 4444

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- **3ie conferences:** manage the teams that support the preparations for important 3ie events, including especially the Evidence Weeks; this includes assisting with all the IT and logistical preparations and execution;
- **3ie participation in external conferences:** manage the process by which 3ie (i) identifies upcoming conference opportunities where 3ie might want to be represented, and (ii) keep a calendar or schedule tracking which conferences are coming up that 3ie will be attending;
- **Analytics on 3ie's outputs:** manage the monitoring and analysis of who accesses 3ie products including publications and communications and advocacy materials; oversee the annual online communication survey;
- **3ie's branding and digital identity:** develop and implement guidelines for 3ie branding, manage when and how 3ie's logo and other identifying brand information is allowed to be used digitally and on paper;
- **Advice on and contributions to providing IT support** for 3ie's data repositories insofar as requested by 3ie's London office, which has primary responsibility for the repositories;
- **Support for evidence programmes and projects:** manage staffing to ensure policy and communication leads are assigned to 3ie's work from other offices (Evaluation office, Synthesis and reviews office, Washington office); support creation, implementation and monitoring of communication plans;
- **Advocacy:** work with 3ie's senior management team to develop advocacy messages that raise 3ie's profile and promote its work; guide the team on campaigns that promote 3ie's work across sectors and regions; identify opportunities to raise 3ie's profile
- **Donor reporting:** manage PACO's inputs and finalisation of various reports to donors including quarterly report, annual report, and executive director's reports;
- **Business development:** contribute to fundraising proposals and other materials that contribute to 3ie's business development.

## 2.2 People management

- **Create and maintain a positive work environment and culture** in the communications and advocacy team, fostering a collaborative and mutually supportive work style within the team and with other units of 3ie;
- **Train and mentor staff** in their respective roles and resolve issues and conflicts;
- **Manage performance of staff** through mid-year and annual reviews providing candidate feedback and coaching;
- **Develop an annual work plan for the team**, with feasible targets;
- **Develop annual goals, objectives and work plans** for all staff members in the team, coordinated with the work plans of staff from other offices;
- **Serve as a deputy to the Senior Management Team member overseeing the unit**, as requested if and when needed.

## 2.3 Institutional management

- **Develop and manage the budget** assigned by 3ie management to the communications and advocacy team;
- **Provide leadership, direction and guidance on the production/operations aspects of 3ie's communications and advocacy activities**, including planning and delivering programs as per agreed upon timelines while adhering to high standards of quality and independence;
- **Ensure timely and accurate reporting** to the SMT and staff on the progress of communications and advocacy work;
- **Engage with other 3ie offices** as may be required for the successful delivery of communications and advocacy deliverables; and
- **Other related functions and roles as will be identified** and defined in coordination with 3ie management and staff.

## 2.4 Contributions to strategy and implementation for effective communication and advocacy

As a senior manager reporting to a member of 3ie's SMT, contribute to:

- Articulating and operationalizing 3ie's approach and implementation strategy for its communications and advocacy;
- Translating strategic considerations into concrete time-bound initiatives;
- Participating in management meetings and discussions;
- Developing, presenting and justifying 3ie's communications and advocacy work to the Board of Commissioners as needed, as well as to other stakeholders;
- Supporting a culture of innovation and continuous learning throughout the organization; and
- Providing thought leadership for improving the quality, timeliness, and efficiency of 3ie's communications and advocacy work; and for measuring effectiveness and impact.

## 3. Qualifications, experience and skills

- At least seven years of professional experience in fields relevant for the work that the communications and advocacy team will be responsible for, as described above; at least 10 years of professional experience overall; considerable experience managing teams; and preferably also experience working on research communication, ideally with regard to evaluations and systematic reviews;
- Sufficient knowledge and expertise to be proficient in understanding and managing a team responsible for publications, social media management, website development, other digital platforms and data analytics applied to tracking uptake and use;
- The qualities of a quick and effective learner for acquiring greater proficiency in any of the above – or relevant other – areas where not initially strong;
- Experience in a role similar to this position, or in a role that is good preparation for it, ideally in the non-profit sector;
- Recognition for technical competence in relevant areas of expertise; experience in research is desirable;

- Staff management, including supervision, performance management and matrix management;
- Excellent program or project design and management, including proven use of project management and knowledge management tools and systems;
- Budget and financial management;
- Risk management skills, including helping develop risk matrices, conflict of interest and ethics policies and due diligence assessments;
- Strong time management skills;
- Strong integrity and honesty;
- Ability to inspire, motivate, and empower staff;
- Ability to articulate and convey ideas, information, and arguments clearly, concisely, and persuasively – orally and in writing;
- Ability to prepare and deliver presentations, trainings, speeches, and other forms of communication as required;
- Strong interpersonal and teamwork skills, including skill at working across teams;
- Strong problem-solving and conflict-resolution skills in management and technical work and ability to work under tight deadlines; and
- Willingness to mentor staff and work to develop staff skills or abilities.

Significant travel will be required for working collaboratively with 3ie managers and staff based in Washington DC, London, and elsewhere. Candidates need to be able to undertake travel frequently, sometimes at short notice and for period of a week or more.

#### 4. Eligibility

The successful candidate will need to be or become a resident of, and have the right to work in, India. 3ie is an equal-opportunity employer committed to equality and diversity. We do not discriminate based on sex, age, religion, ethnicity, caste, sexual orientation or for being differently abled. We particularly encourage ethnic minorities and differently abled persons to apply.

#### 5. Terms of employment

3ie offers internationally competitive remuneration based on experience and qualifications. Our policies and procedures reflect our commitment to safeguarding children and vulnerable adults from abuse. We follow a zero-tolerance policy for any form of bullying or harassment in the workplace.

#### 6. How to apply

Please apply by e-mail to ([jobs@3ieimpact.org](mailto:jobs@3ieimpact.org)) mentioning '**Application: Senior Manager, Communication and Advocacy**' in the subject line. The application package must include the following:

- A cover letter, not exceeding one page, highlighting your experience relevant to the terms of reference. A summary on your CV is not a substitute;
- Curriculum vitae (not to exceed two pages); and
- Three references, with their full names and contact information.

**Applications will be accepted through on a rolling basis until the position is filled.**

Incomplete submissions will not be considered. We will only contact shortlisted candidates.