

## TERMS OF REFERENCE

# Conference Communications Officer

### About GDN

The Global Development Network (GDN) is a public international organization that supports high quality, policy-oriented, social science research in Low- and Middle- Income Countries, to promote better lives. We help connect researchers and research institutions to financial resources, global networking, research management support, access to information, training, peer review and mentoring. Founded in 1999, GDN is currently headquartered in New Delhi, with a presence in Clermont-Ferrand, France and the United States. For more information, visit the GDN website ([www.gdn.int](http://www.gdn.int)).

### About GDC

The Global Development Conference (GDC) is GDN's flagship event held in a different region and on a different theme each year. It hosts high-level, inclusive, evidence-based debates on current development challenges and priorities, with most participants from low- and middle-income countries (LMICs), which is its trademark. This event provides promising and established researchers with an opportunity to disseminate their work, share their ideas, and foment Global North-South interactions between academics and policymakers aiming to foster a global network. It brings together a variety of stakeholders – researchers, scientists, policymakers, heads of institutions, subject experts, students among others.

The 2024 GDC will take place in **Fiji** from **November 26-28**, with a series of side-events in the days before the conference.



## Position Summary

GDN is seeking a skilled and motivated **Conference Communications Officer** to manage and coordinate all communication activities for our upcoming international conference. The Conference Communications Officer will play a critical role in ensuring effective communication, promotion, and media coverage of the event.

## Terms of Reference

The primary purpose of this role is to develop and implement a comprehensive communication strategy that will enhance the visibility of the conference, engage stakeholders, and ensure smooth dissemination of information before, during, and after the event.

The Conference Communications Officer will work closely with the Conference Director and the Head of Communications on different aspects of the conference, including but not limited to:

### Conference Communication Strategy

- Enhance and implement a detailed communication plan for the conference.
- Identify key messages, target audiences, and appropriate communication channels.

### Content Creation and Management

- Produce high-quality content including press releases, newsletters, social media posts, blog articles, and other promotional materials – for all stages of the event - before, during, and after.
- Manage and update the conference website with relevant information and updates.

### Conference Branding and Communications

- Ensure that the conference visual branding is utilised consistently.
- Design creatives and other collateral for the conference.
- Coordinate the design and printing of conference collaterals.

### Digital and Social Media

- Develop and execute a social media strategy to promote the conference across various platforms (before, during, and after event), in close collaboration with the Communications Unit.
- Monitor and respond to social media interactions and inquiries.

- Use analytics to measure the impact of digital communication efforts and adjust strategies as needed.

### **Media and Public Relations**

- Build on GDN's existing media network to find new partners and stakeholders for the event – both local and global.
- Invite locally based media to the event for maximum press coverage.
- Curate media kits for the press.
- Coordinate press conferences, media briefings, and interviews with key speakers and stakeholders.
- Monitor the press coverage of the event and present a post-conference report on the same.
- Engage with conference participants, partners, sponsors, and exhibitors through various communication channels.

### **Event Support**

- Work in a team to provide on-site support during the conference, including managing media relations and assisting with the smooth operation of communication activities.
- Facilitate live streaming, video recordings, and photography as needed with external contractors.
- Assist in the documentation of session proceedings, key highlights, and impactful quotes from speakers.

### **Publication**

- Curate a post-event publication on the conference, describing the event, participation, sessions, speakers, activities, outcomes, highlights etc. This will be the conference report.
- Provide a post-conference write up for GDNews, the monthly newsletter.
- Provide a write up for the annual report on the conference with photographs.
- Gather feedback and analyze the effectiveness of communication strategies used during the conference.

### **(Key) Deliverables**

- A comprehensive communication plan for the conference.
- Regular updates and content for the conference website and social media platforms.
- Press releases, media advisories, and other promotional materials.



- Media coverage and engagement reports.
- Post-event communication report and analysis.

## Eligibility and Desired Profile

The ideal candidate should possess the following:

- **Education**
  - A master's degree in mass communications, public relations, event management, marketing, or a related field.
  - Certifications in event management, writing and editing, graphic design, digital marketing, social media management, and related fields.
- **Experience**
  - Five years in communications, public relations preferably in an international setting.
  - (International) Event management working with the media and building and implementing media strategies.
- **Skills**
  - Excellent command over written and spoken English.
  - Good writing and content-collation skills, demonstrating an understanding of the communication requirements of the event.
  - Strong organizational and project management skills.
  - Proficiency in social media platforms and digital communication tools.
  - Ability to work under pressure, multi-task and meet tight deadlines.
  - Creative thinking and problem-solving abilities.
  - A team player

## Reporting and Location

The Conference Communications Officer will work closely with the Conference Director and the Head of Communications at GDN.

Since GDN is a truly global organization, we welcome applications from around the world. If the chosen candidate is based in New Delhi, India or Clermont-Ferrand, France, he/she will have to work in-person from the GDN office.

## Salary and Duration of Assignment

This will be a staff or consultancy position, with a five to six-month contract starting July 2024 pending the start date and proposed plan. Upon conclusion of this assignment, a performance review will take place which will decide the possibility of extension to a permanent role.

The type of contract (staff/consultant) will be negotiated based on the location of the applicant in agreement between both parties – conditions and benefits are different for remote and in-office positions.

The budget available for this position is of up 8.000 USD (maximum lump-sum for consultant or CTC for staff) which will be aligned with the work plan set by applicants for either an initial 5- or 6-month contract/assignment.

Note that the selected consultant is expected to attend the conference in Fiji with the travel expenses covered by GDN.

## Application Process

Interested candidates must send their applications to [jobs@gdn.int](mailto:jobs@gdn.int) with the subject line **‘Conference Communication Officer Application – [Your Name]’** and the following:

- **Curriculum Vitae**
  - Including samples of previous work related to communications and event management
- A **cover letter** detailing their qualifications and experience considering the ToR
- **Workplan** for the assignment and budget for the assignment/salary expectation (check section “Salary and Duration of Assignment”) with a timeline
- Three professional references and their contact details

**Please specify in the body of the email the earliest date you can join.** GDN aims to fill the position on priority. The deadline for applications is **June 26, 2024.**

Global Development Network is an equal opportunity employer and encourages candidates of all backgrounds to apply.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

### Questions and clarifications

For any queries related to the position, please write to [communications@gdn.int](mailto:communications@gdn.int) and [conference@gdn.int](mailto:conference@gdn.int).

