

International Institute for Environment and Development

Communications Programme

Job Description

Job Title:	Publications and Marketing Manager (Maternity Cover)
Responsible to:	Director of Communications (DoC)
Main Contacts:	<u>Internal</u> : Communications staff, IIED Group staff, Partnerships <u>External</u> : SMI/Earthprint, production freelancers, external counterparts in publishing, marketing and communications fields.
Main Purpose:	- To ensure that IIED improves the impact, influence and reach of its outputs through better targeting, and timely multi-media productions. - To provide effective promotion, marketing and production support to IIED via the communications strategy.
Grade:	Programme Grade 4 £27,568 - £34,430pa (under review)
Circumstances:	Full time fixed term contract (7 months with the possibility of extension)

Background to the post

IIED aims to provide expertise and leadership in researching and achieving sustainable development at national, regional and global levels. In alliance with others we seek to shape a future that ends global poverty and delivers and sustains efficient and equitable management of the world's resources.

For IIED's research findings to hit their targets, it is essential that the Institute has a strong communications capacity. The communications team works to improve the impact, influence and reach of IIED's research and experiences, along with that of its partners. The end is not to publish research in itself but to communicate the research with integrity and force, influence policy-makers and other audiences, and thereby improve the world.

IIED is organised into five key thematic areas:

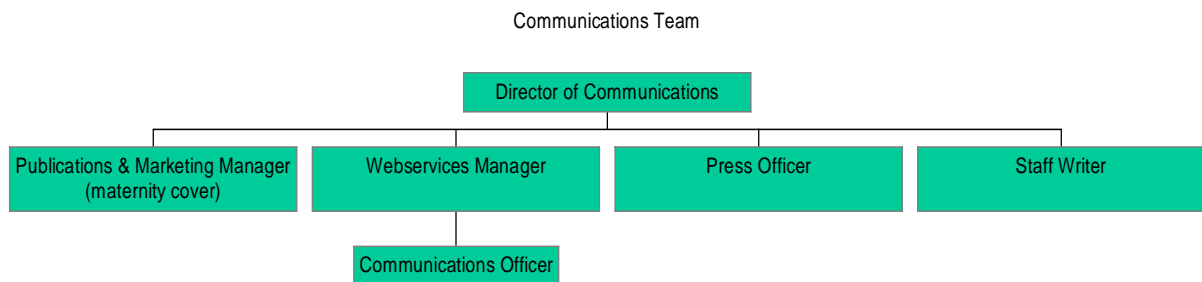
- Climate Change** - how communities are adapting to new realities
- Human Settlements** - 50% of the world's population will live in cities in the next five years: what are the implications for environment and development?
- Sustainable Markets** - environmental economics, business and sustainable development and how markets can work for the poor
- Natural Resources** - biodiversity, forestry, land rights, sustainable livelihoods

Governance (including the Foundation for International Law in Environment and Development)

It is worth taking a look at our website to explore some of these in more detail!

Department organogram:

The communications team constitutes: The Director of Communications, this post, a Press Officer, a Web Services Manager, Staff Writer (newly appointed), and a Communications Officer. The role involves close collaboration with most of the Institute's research and administrative staff.



Key Responsibilities:

A. Promotion and Marketing (45%)

1. Implement the marketing strategy for IIED's publications, journals, reports etc., in order to strengthen the links between research, information and advocacy for all projects.
2. Promote IIED's publications and other multimedia products.
3. Provide advice on advertising, flyers, meetings, joint mailing initiatives etc. and assist with appropriate materials for exhibitions.
4. Working with the Director of Communications and Partnerships, examine the potential of external events (e.g. conferences, exhibitions, and debates) primarily to promote IIED's publications; in liaison with Group and Programme Administrators, maintain the external calendar of events.
5. Maintain the system of placing and monitoring reviews of IIED publications, and assess the impact of complimentary review copies.
6. Manage the free distribution of IIED publications to non-OECD countries.
7. Edit and produce IIED's Publications Catalogue and other promotional materials.

8. Produce a monthly New Books email and maintain the e-list for this bulletin.

B. Publications Management (30%)

1. Manage IIED's mail order and publication sales processes by liaising with IIED's external distributor; overseeing stock inventory and liaising with programmes to ensure up-to-date information on new and forthcoming titles and appropriate timescales for marketing the same.
2. Oversee Programme Administrators and Group Coordinators to ensure appropriate stocks of group and programme publications.
3. Manage the distribution of the Annual Report, Publications Catalogue and other communications initiatives as necessary.
4. Manage in-house sales of IIED and non-IIED publications by "drop in" customers.
5. Provide stock and sales reports, and download statistics of IIED publications.

C. Production (25%)

1. Prepare content for publication flyers and other promotional materials as required
2. Design and coordinate print production of such materials
3. Coordinate production of 'Sustainable Development Opinion' papers and other briefing papers, including layout through to print.

Person Specification

Essential skills and experience

- Minimum of first degree or equivalent in Communications or other related discipline
- Work experience in a similar marketing and production role
- Excellent administrative skills
- Excellent verbal and written communication skills in English
- Excellent word processing and IT skills (e.g., Word, Excel, Access etc.)
- Excellent knowledge of desktop publishing software
- Excellent organisational ability and attention to detail in order to balance multiple tasks and work to tight deadlines
- Ability to take the initiative, work independently and as part of a multicultural team
- Experience of coordinating the production of information products, liaising with production staff and being able to articulate and work to an in-house style

Desirable

- Good knowledge and understanding of sustainable development issues
- Excellent verbal and written communication skills in a second major language, preferably French or Spanish
- Experience of working with Websites/Intranet
- Training in Dreamweaver and/or HTML programming
- Experience of working in a research or development organisation in the field of environment and development