

**Position:**

Communications Associate/Officer – Technology

**Introduction:**

The Communications Associate/Officer – Technology will work closely with the members of the Communications Team to provide technological expertise in order to implement the communications strategy for CPR. The person hired is expected to be upload content the website, formulate and send out mailers and is expected to be technically proficient and experienced on this front. The person must have an in-depth knowledge and understanding of analytics and should be able to give key strategic and technical inputs.

The Communications Associate/Officer – Technology will report to the Director of Communications and the Associate/Officer – Management and Execution, and is expected to report to the CPR office in Chanakyapuri from 10:00 a.m. to 6:00 p.m., Monday to Friday.

While it can evolve over time, given the candidate's initiative, the following points summarise the hire's key responsibilities, and while these are comprehensive, they are not necessarily exhaustive.

**Key responsibilities:**

- Assist in management of the CPR website and all website related content, including uploads of research, spotlights (with tables and graphics), events, people, and projects.
- Liaise with and manage the website development vendor.
- Manage the following digital media channel: MailChimp, YouTube, SoundCloud, SlideShare.
- Execute Facebook Lives for CPR events.
- Execute recording of podcasts for the CPR website.
- Pull out and analyse monthly analytics of the website and social media through Google Analytics and provide critical inputs regarding the breakdown of traffic.
- Execute any website related changes.
- Putting together and sending out the CPR quarterly newsletter.
- Provide technical and strategic support to CPR.
- Any other communications requirements that may evolve in line with skills of the person over time.

**Skills:**

- Proficiency in website Content Management Systems (CMS) – specifically with Drupal.
- Knowledge of working with MailChimp, including managing lists, groups, segments, designing and scheduling mailers.
- Basic image editing skills, including working with Adobe Photoshop and Lightroom.
- The ability to work across a large organisation, and manage time efficiently.
- Basic knowledge of HTML and CSS, including manipulating tables, customising the look and feel of website and Mailchimp templates (strictly HTML based).
- A broad technical vocabulary, and the ability to learn on the job.
- An ability to understand the nature of work CPR does and engage with the content.
- An inclination to understand new social media platforms and digital audiences to provide strategic inputs for content engagement and dissemination.

**Additional Desirable Skills:**

- Basic audio and video editing skills on Adobe Premier and Audacity.

**Qualifications:**

- 1-3 years of work experience.
- A bachelor's degree in a relevant field. Master's preferable.

**Application Instructions:**

- Please submit your application, complete with a CV, Cover Letter and a writing sample at [vacancies@cprindia.org](mailto:vacancies@cprindia.org). Applications without a Cover Letter or a Writing Sample will not be considered.
- In the subject line please indicate the position you are applying for as: 'Communications Associate/Officer – Technology'.
- Shortlisted candidates will be contacted for a test at the CPR office followed by 2 rounds of interviews with the CPR Communications team.
- The last date for submitting the application is Friday, 21 September 2018.

**Remuneration:**

Salary commensurate to experience.

**About Centre for Policy Research:**

The Centre for Policy Research (CPR) has been one of India's leading public policy think tanks since 1973. The Centre is a non-profit, independent institution dedicated to conducting research that contributes to a more robust public discourse about the structures and processes that shape life in India. CPR's community of distinguished academics and practitioners represents views from many disciplines and across the political spectrum. Senior faculty collaborate with more than 50 young professionals and academics at CPR and with partners around the globe to investigate topics critical to India's future. CPR engages around five broad themes: economic policy; environmental law and governance; international relations and security; law, regulation, and the state; and urbanisation.

**About the Central Communications Team:**

CPR's Central Communications Team liaises with and supports faculty and researchers across the organisation to communicate their research effectively to a wide range of audiences, using a mix of communications channels. It provides strategic communications support and helps to disseminate research related outputs to a multi-tiered audience via different platforms, including the website, social media channels, and through in-house content production.