



**OPEN POSITION:** Communications and Knowledge Manager  
**REPORTS TO:** Executive Director  
**LOCATION:** Washington, DC  
**HIRING NEED:** Immediate

## BACKGROUND

CORE Group emerged organically in 1997 out of a need among global health professionals to share knowledge and ideas about how to best help children survive. Today, CORE Group convenes thousands of members and partners worldwide to share evidence and best practices, and then translates these into the real world with a direct impact. As a neutral, trusted platform, we bring our members and broader International Community Health Network together to foster collaboration and learning, strengthen technical capacity, develop innovative tools and resources, and scale evidence-based approaches to improving community health.

Learn more here: [www.coregroup.org](http://www.coregroup.org).

## JOB DESCRIPTION

The Communications and Knowledge Manager will oversee internal and external communications and knowledge management strategies to strengthen communication and knowledge-sharing between CORE Group, its membership and the broader International Community Health Network, to advocate for key community health activities and messages, and to demonstrate CORE Group's value and impact in the field.

General responsibilities will include, but not be limited to the following:

### **Develop and oversee the implementation of an annual communications and knowledge management strategy.**

- Develop and update a communications and knowledge management strategy based on CORE Group's strategic plan. The strategy should include an implementation plan with measurable outcomes.
- Maintain a communications calendar with key events, dates, and deadlines throughout the year.
- Identify print, electronic, and in-person vehicles to communicate with key audiences and increase CORE Group brand awareness and partnership opportunities.
- Conduct regular evaluations of communications and knowledge management outcomes, and adjust the strategy as needed.

### **Strengthen collaboration and cross-learning between CORE Group, its membership, and the International Community Health Network.**

- Manage communications during the planning, execution, and follow-up of CORE Group Global Health Practitioner Conferences and other events, including event promotion, knowledge capture during events, and reporting and dissemination after events. Provide additional event support as needed. Events may be domestic, international, or online/virtual.
- Conduct membership and community outreach in-person and online to strengthen knowledge sharing and solicit input on member and community needs.
- Seek out and develop opportunities for increased partner engagement and support.
- Provide communications support to CORE Group's six Working Groups (communities of practice) in implementing their annual work plans.

#### **Oversee CORE Group's online platforms, including websites and social media.**

- Actively seek out new and creative ways to effectively reach CORE Group's network around the world via online platforms.
- Regularly update and maintain CORE Group's website with new and engaging content, including news/announcements, new resources, events, job postings, project updates, new members, and more.
- Work with an outside firm on more in-depth and longer-term website adjustments and improvements.
- Manage CORE Group's social media presence on Twitter, Facebook, LinkedIn, and YouTube, ensuring active engagement on all accounts.
- Monitor website and social media statistics, developing and analyzing quarterly reports, and providing recommendations to increase online traffic and engagement.

#### **Develop, update, and disseminate CORE Group materials.**

- Write and oversee the design of the CORE Group Annual Report.
- Publish the monthly CORE Group e-newsletter, sharing out the latest from CORE Group, the membership, and the global health field.
- Create and update CORE Group promotional materials, including one pagers, brochures, presentations, case stories, etc.
- Conduct interviews with CORE Group members and partners at events and through field visits to develop new promotional materials, learning materials, case stories, etc. through a variety of media (print, online, video, etc.).
- Work with members and partners to finalize new tools, manuals, technical briefs, etc., including copyediting, layout, design, printing, and dissemination.
- Managing the hiring of consultants as needed for design, translation, video editing, etc.
- Write and distribute press releases as needed, and maintain relationships with relevant reporters.
- Keep an inventory of all CORE Group materials.
- Ensure that all print and online communications are consistent with CORE Group messaging and brand marketing.

#### **Provide communications support on grants, projects, and other partnerships.**

- Coordinate with HQ and secretariat staff of the USAID-funded CORE Group Polio Project (CGPP) to maintain the CGPP webpage, promote CGPP resources, and find new and innovative ways to share CGPP's successes and legacy.
- Assist with communications efforts on USAID's flagship Maternal and Child Survival Program, particularly as part of the Community Health and Civil Society Engagement team.
- Provide additional communications support for other projects as needed.

### **Contribute to business development and fundraising efforts.**

- Collaborate with the Senior Director of Partnership and Business Development on some aspects of proposal writing.
- Implement communications aspects of CORE Group's fundraising strategy, including end-of-year and other fundraising campaigns.
- Collaborate on conference sponsorship outreach and management.

## **REQUIREMENTS**

- Three to five years of experience in the communications field, planning, writing, editing, and producing communications through a variety of print and online media.
- Exceptional written, oral, interpersonal, and presentation skills. Demonstrated ability to convey messages through clear and concise writing.
- Creativity and entrepreneurial spirit encouraged.
- Experience managing websites and social media. WordPress experience preferred.
- Experience with webinars and online learning platforms. Adobe Connect experience a plus.
- Proficiency with Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, and Premiere). Graphic design experience a plus.
- Photography and/or video production skills preferred.
- Willingness to travel internationally 10 – 20%. Experience working/volunteering overseas preferred. Experience working in multi-cultural environments.
- Ability to multi-task, remain calm and organized under pressure, and supervise multiple contractors is required.
- Strong attention to detail is required.
- Fluency in written English required.
- Knowledge of French or Spanish a plus.

Only candidates who are eligible to work in the United States will be considered. Relocation package is not available.

Salary is commensurate with experience. CORE Group offers a comprehensive benefits package.

## **HOW TO APPLY**

Please email your resume and cover letter to [jobs@coregroup.org](mailto:jobs@coregroup.org). Use "CommsManager\_Last Name" as the subject line – no phone calls please. Only potential interviewees will be contacted.