



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

BACKGROUND

CORE, Inc. (CORE Group) is a leader in global community health, working to end preventable maternal, newborn, and child deaths around the world. We have a comparative advantage through collaborative action to promote and safeguard health in communities and create new models for reaching the most marginalized populations. As a neutral, trusted platform for a coalition of more than 168 organizational and individual members, we work together with the broader global health community to foster collaboration and learning, strengthen technical capacity, develop innovative tools and resources, and scale evidence-based approaches to improving health.

Learn more here: www.coregroup.org.

JOB DESCRIPTION

The Communications and Knowledge Manager will oversee internal and external communications and knowledge management (KM) 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.

This position will report to the Executive Director and will supervise the Communications and KM Associate and the KM intern.

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

Develop and oversee the implementation of CORE Group's Communications and KM Strategy.

- Develop and update the Communications and KM 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, digital, and in-person information channels to communicate with key audiences and increase CORE Group brand awareness and partnership opportunities.
- Conduct regular monitoring and annual evaluation of communications and knowledge management inputs, outputs and outcomes and adjust the strategy as needed.

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

- Manage overall communications during the planning, execution, and follow-up of CORE Group Global Health Practitioner Conferences and other events, including agenda setting, planning committee meetings, abstract reviews, event promotion, press and news media coordination, materials procurement, knowledge capture during events, and reporting and dissemination after events. Provide additional event support as needed. Events may be domestic, international, or virtual.
- Work closely with the Operations and Membership Manager to conduct membership and community outreach in-person and online to strengthen knowledge sharing and solicit input on member and community needs.
- Oversee communications and KM support to CORE Group's Technical Working Groups and Interest Groups (communities of practice) in implementing their annual work plans.
- Lead coordination of CORE Group's Young Professionals Network with network co-chairs and Communications and KM Associate.

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.
- Lead maintenance and enhancement of CORE Group's website with new and engaging content, including news/announcements, new resources, events, job postings, project updates, new members, and more.
- Liaise with website developer on more in-depth and longer-term website adjustments and improvements.
- Lead maintenance and enhancement of 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 knowledge products and communications materials.

- Write and oversee the design of the CORE Group Annual Report.
- Collect stories, create, and publish the quarterly CORE Group e-newsletter, sharing out the latest from CORE Group, the membership, and the global health field.
- Lead creation of 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.
- Manage hiring and supervision of consultants as needed for design, translation, video editing, etc.

- Keep an inventory of all CORE Group materials.
- Ensure that all print and online communications are consistent with CORE Group messaging and brand marketing.

Contribute to business development and fundraising efforts.

- Collaborate with the Strategic Partnerships Fellow and other relevant team members on technical proposal writing and other business development processes.
- Implement communications aspects of CORE Group's fundraising strategy, including end-of-year and other fundraising campaigns.
- Collaborate on conference sponsorship outreach and management.

Provide communications and KM support on grants, projects, and global partnerships.

- Provide communications and KM support for projects as needed, including knowledge capture and dissemination activities and events, and monitoring and evaluation.
- Attend relevant meetings important to CORE Group and act as Communication liaison with global partners, press, and others.

REQUIREMENTS

- Bachelor's degree and a minimum of four (4) years' relevant working experience in the communications and/or knowledge management fields. Experience working in a non-profit and non-governmental setting.
- Master of Public Health or related advanced degree (international development) preferred. Familiarity and/or experience working in global health or other international development sectors preferred.
- Exceptional written, oral, interpersonal, and presentation skills. Demonstrated ability to capture, synthesize, and present programming and organizational successes and lessons learned. Demonstrated ability to convey messages through clear and concise writing.
- 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 and data visualization experience a plus.
- Willingness to travel internationally 10%. Experience working and/or volunteering overseas and experience working in multi-cultural environments preferred.
- Ability to multi-task and remain calm and organized under pressure.
- Experience in supervising contractors and/or interns.
- Strong attention to detail.
- Fluency in written English.
- Knowledge of French or Spanish a plus.
- Photography and/or video production skills preferred.
- Certification on Knowledge Management a plus.
- Creativity, independence, and entrepreneurial spirit encouraged.

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. Use "*CommsKManager_Last Name*" as the subject line – no phone calls please. Only potential interviewees will be contacted.