

## **Job Announcement**

**POSITION: Communications and Outreach Associate/Assistant**

**LOCATION: 19-A FCC, Syed Maratib Ali Road, Gulberg IV, Lahore, Pakistan**

**START DATE: As soon as possible**

**LENGTH OF COMMITMENT: One year minimum**

**EXPERIENCE: Master's/Bachelors in Communications, Journalism, Marketing, English, Social Sciences or equivalent**

**ORGANISATION: Center for Economic Research in Pakistan**

### ***Organization***

The Center for Economic Research in Pakistan (CERP) is a non-profit research center based in Lahore with the strategic objective of informing policy and practice by filling socio-economic research gaps in Pakistan using rigorous economic research tools. CERP also facilitates an environment where the international academic community both within and outside Pakistan can work with program implementers to answer research questions that matter, bringing together academic findings, policy advice, and focused debate.

### ***Job Description and Responsibilities***

CERP is seeking a high-performing and creative Communications and Outreach Associate who can develop CERP's brand, support dissemination and engagement initiatives, and manage in-house communications needs. The individual will have the following responsibilities:

- Create and implement a communications strategy for CERP and its external training offerings.
- Manage CERP's online and social media presence. This includes regular tweeting, ongoing website updates and maintenance, and managing our digital assets.
- Generate and support the development of English-language content for external audiences, such as newsletters, brochures, videos and other publicity materials. This includes writing, editing and dissemination of content.
- Manage all marketing, communications, and audience building related to CERP events and trainings in collaboration with relevant CERP teams.
- Cultivate relationships with journalists and news and media outlets, including pitching compelling content to a variety of outlets.
- Manage all of CERP's communication and marketing projects utilizing external vendors, including graphic designers, printers, writers, and videographers.
- Other duties as necessary.

***Required Qualifications***

- Bachelor's/Master's degree with strong academic performance in a relevant field of study, such as Communications, Journalism, Marketing or English
- A minimum of 3-5 years of relevant work experience
- Strong writing, editing and verbal communication skills in English, including the ability to succinctly summarize and synthesize complex topics into easily digestible takeaways, press releases and website content
- Ability to collaborate and effectively engage with colleagues across the organization
- Demonstrated experience successfully managing marketing and communications projects with minimal supervision
- Demonstrated ability and proven track record of successfully placing articles and pieces in news outlets
- Well-organized with ability to multitask, be flexible in an environment with changing priorities, and think and respond quickly while maintaining attention to detail and successfully meeting goals and deadlines
- Proficient in Microsoft Office Suite. Working knowledge of content management systems, email marketing services, and basic HTML.

***Preferred Qualifications***

- An understanding or background in economics and quantitative research
- Knowledge of Adobe Creative Suite

***How to Apply***

Interested candidates should fill out this [online form](#) and additionally submit a CV, cover letter, transcripts and the names and contact information of three references (academic or professional) to [careers@cerp.org.pk](mailto:careers@cerp.org.pk) with the following subject line: “**CERP Communications and Outreach Associate/Assistant**”.

**Deadline for submission of applications:** Applications will be considered on a rolling basis. Only successful candidates will be contacted regarding further steps in the application process.