

Job Announcement

POSITION: Communications and Outreach 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: Bachelors in Business Administration, Economics, Social Sciences, Communications, 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.

Formally established in 2010 by economists at Harvard University, Princeton University, Pomona College, London School of Economics and the Lahore University of Management Sciences, CERP is continually expanding in both size and scope. The organization currently enjoys an inspirational roster of over 60 researchers working on numerous research projects in collaboration with the government of Pakistan and several international organizations. Partnerships with various government departments have included those with the Punjab Planning and Development Department, the Punjab Excise & Taxation Department and the Punjab Resource Management Program. CERP also continues to partner with international organizations such as Evidence for Policy Design at Harvard Kennedy School, the Abdul Latif Jameel Poverty Action Lab at MIT, the Department for International Development and the World Bank on a variety of projects.

In addition to its core research activities, CERP's mandate has, since its inception, broadened to encompass national capacity-building as an objective. In 2011, CERP began delivering advanced technical trainings in Monitoring & Evaluation, Impact Evaluations and Performance Budgeting to researchers, policy makers and bureaucrats from all over Pakistan under the auspices of Centers for Learning on Evaluation and Results (CLEAR).

Job Description and Responsibilities

CERP is looking for a Communications and Outreach Assistant who can manage in-house communications needs. Specifically, the communications assistant will have the following responsibilities:

- Create and implement a communications strategy for CERP and the training programs hosted at CERP (BCURE, CLEAR).
- Manage CERP's online presence

- Take lead responsibility for the management of CERP's website, including working with multiple project teams to keep content up to date, making improvements to functionality and advising colleagues on maximizing its potential.
- Maintain an engaging, meaningful and regular flow of updates on CERP's social media platforms (Facebook/Twitter/Flickr/Vimeo/Youtube/Storify/Mailchimp)
- Undertake a feasibility assessment for a CERP blog including collecting, editing and posting blog entries
- Create the CERP brand
 - Develop and monitor CERP as a brand with the creation of brand guidelines and key messages
 - Develop and execute CERP's media strategy across all media, including press, broadcast and publications to publicize CERP's activities.
 - Ensure quality and design consistency across any and all published material
 - Respond to all media enquiries
- Generate content
 - Able to write and explain complex ideas and projects effectively for general audiences.
 - Familiar with US English writing and grammar style.
 - Lead on copy-writing and production of key CERP and CLEAR publications including e-bulletins, newsletters, reports and annual reviews.
 - Develop publicity materials (print/digital/audiovisual format) for CERP activities.
- Support CERP as an organization
 - Assist with CERP conferences/outreach events/other events as necessary including the collation of participant information and feedback
 - Review advertising of positions with HR (including messaging and publicity)
- Supervise any Interns/Volunteers, monitoring and evaluating their activities and providing support with staff development.
- Other duties as necessary

Job Requirements

- Bachelors in Business Administration, Economics, Social Sciences, Communications or equivalent
- Minimum one year of post-qualification experience. Fresh graduates are also encouraged to apply.
- Ability to work independently and as part of a team; effective written and verbal communication and interpersonal skills; initiative and reliability; strong interpersonal and organizational skills and attention to detail.
- Proficient in Adobe Photoshop, Illustrator and Lighthouse along with MS Office suite. The candidate should have an understanding of the role of IT in management.

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 with the following subject line: “**CERP Communications and Outreach 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.