

## SENIOR COMMUNICATIONS SPECIALIST

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The Senior Communications Specialist will provide strategic leadership over ICNL's communications. [ICNL](#) works to improve the legal environment for civil society, philanthropy and public participation around the world. We are seeking an experienced, creative professional with strategic insight to spearhead communications within ICNL.

The Senior Communications Specialist will report to the Vice President-Operations. This is a hybrid position, requiring at least 3 days in-office. You will be joining a multicultural team with a global reach based in Washington, DC.

### Key illustrative responsibilities include:

- Develop a communications strategy that positions ICNL to engage its key stakeholders and demonstrate its impact in a changing environment.
- Propose and implement improvements to ICNL's website; maintain ICNL's website on a day-to-day basis.
- Propose and implement an effective social media strategy. Manage day-to-day operations of social media channels, including content creation, scheduling, and driving engagement.
- Write high quality copy and develop clear, concise and engaging content for all digital platforms.
- Produce ICNL's Annual Report. Support the program teams in developing user-friendly publications, donor reports, and other key communications products.
- Ensure quality control on digital communications outputs, including editing, proofreading, and targeted messaging.
- Develop digital communications goals and targets; monitor, analyze and improve performance.
- Support program staff in developing program-related digital content (e.g., law trackers, online law courses).
- Propose and implement improvements to ICNL's branding elements and streamline branding tools and templates.
- Other duties as assigned.

## Qualifications:

- At least 5 years of experience in managing social media and digital communications, including in strategy development and leadership roles.
- Experience working with an organization engaged in international development, human rights, or policy advocacy is strongly preferred.
- Demonstrated ability to translate complex research into accessible, engaging content.
- Strong understanding of social media and other digital platforms and how to use them to engage with audiences. Demonstrated results in growing audience and engagement rates.
- Proficiency with digital tools (schedulers, analytics, website development platforms). Experience in graphic design and video editing is a plus.
- Outstanding English writing and editing skills; fluency in other major languages is an advantage.
- Evidence in being a team-player, able to effectively collaborate with program staff and external partners in a multicultural environment.
- The Senior Communications Specialist must possess legal authorization to work in the United States and be willing to live in the Washington, DC metropolitan area.

The projected salary range for this position is \$81,000 to \$112,000. It is not typical for offers to be made at or near the top of the range. Salary offers are based on a wide range of factors including relevant skills, training, experience, and education. ICNL provides health insurance benefits.

To apply, please e-mail your cover letter, curriculum vitae, and examples of your work to [jobs@icnl.org](mailto:jobs@icnl.org). In the subject line of your e-mail, please indicate “Senior Communications Specialist”. In your cover note, please reference where you saw this posting. Applications will be considered on a rolling basis. Only finalists will be contacted. No phone calls or emails to ICNL staff, please. ICNL is an equal opportunity employer.