Communications and Outreach Lead – Role Profile

Start date: June 2020 - One year appointment

ORGANISATION

The Global Disinformation Index (GDI) is a global not for profit organisation dedicated to reducing online disinformation by identifying and labelling domains with a “risk of disinforming” rating. Our goal is to create a world where we can trust what we see in the media.

3 PILLARS

GDI built on 3 pillars (see 3 Pillars document for more detail):

- Independent: The GDI is not for profit and diversely funded. It exists solely to assess online publishers’ risk of disinforming their readers
- Neutral: The GDI is apolitical, global, and evidence-based.
- Transparent: The GDI’s rating criteria, index methodology, and detailed assessments will all be public, auditable, and disputable.

BEHAVIOURS

We continually strive to model the following behaviors in our interactions with others:

- Positivity: Be a problem solver, not a problem raiser.
- Responsibility: Make it your problem - if it’s not right, fix it.
- Trustworthy: Make sure others can depend on you – If you say you are going to do it, do it.
- Respect: Treat everyone, especially those with whom we disagree, with courtesy and respect.

MAIN RESPONSIBILITIES

As GDI expands its work globally and in multiple languages, we are searching for a seasoned communications and outreach lead for the organization. This work includes communicating and promoting our policies and products, including GDI’s rating of disinformation risks for news sites.

This role will work across teams - index, technology, intelligence and policy. The individual will provide strategic leadership for setting out a time-bound and output driven communications plan for the organization to build its public profile as the leading global organization working to defund disinformation sites.

In this role, the individual will:

- Develop a six- and 12-month organizational communications plan.
- Build and successfully leverage strong press contacts with strategic media outlets in the UK, US and EU (France and Germany).
- Develop an outreach and (virtual) events schedule to effectively communicate GDI’s work to key external stakeholders.
- Develop and lead US outreach and media engagement.
Develop and lead light-touch outreach and communication strategies for each of the nine index countries (Argentina, Estonia, France, Georgia, Germany, India, Latvia, South Africa, UK).
Provide guidance on global messaging and positioning for GDI.
Provide ad hoc communications support across teams where needed.

This role is envisioned as a fixed-term appointment from May 2020, with possibility for extension. The role is budgeted at a minimum of four days/week.

EXPERIENCE AND QUALIFICATIONS

The following skills are required for this associate’s role:

- A university-level degree in a relevant topic (communications, political science, economics, journalism, sociology and humanities).
- Demonstrated experience delivering effective communication strategies.
- Strong press contacts in at least one of the priority geographic areas (UK, US and/or EU) and in one of the topic matters (media, tech, cybersecurity).
- Good knowledge of client relationship management software.
- Demonstrated experience with successful communications, events and outreach work.
- Excellent writing and editorial skills.
- Extremely organized and detail oriented.

Preferred:

- Energy, enthusiasm and self-starter.
- Good communicator - within and outside the organization.
- Problem solver and do-er.
- Experience with data visualisation and infographics.
- Fluent in English and at least one other language (French, Portuguese, or Spanish preferred).
- Comfort using Google Suite products and internal collaboration platforms.

LOCATION

This is a remote role although applicants based in Berlin, London or New York would be preferred.

REPORTING TO

This role will be reporting to the director of programmes for GDI.

SUBMIT BY FRIDAY 22 MAY: info@disinformationindex.org (CV, covering letter and portfolio of work).