

JOB DESCRIPTION – PRESS AND PUBLIC RELATIONS MANAGER

Role	Press and Public Relations Manager		
Reports to	Global Head of Communications & Editorial	Direct reports	None
Budgetary responsibility	TBC	Resource responsibility	TBC
Safeguarding	N/A	Key relationships	Global and US Comms, Programme and Operations teams
Salary	\$60,000 - \$80,000	Location	Washington DC/ Remote

About ISD

ISD is a global think and do tank dedicated to safeguarding democracy and human rights, and delivering solutions to weaponized hate, polarization, disinformation and extremism around the world. Combining research and analysis with government advisory work and the design and delivery of international training, education and communications programs, ISD works to implement real-world, evidence-based responses to these challenges. ISD has teams in London, Amman, Berlin, Nairobi, Paris and Washington DC.

About ISD-US

The Institute for Strategic Dialogue-US (ISD-US) is a fiercely independent, non-profit, non-partisan organization dedicated to safeguarding democracy and reversing the rising tide of hate, extremism and disinformation in the United States.

ISD is at the forefront of analyzing and delivering solutions to these hybridized threats. For over 15 years, our global team of researchers, analysts, policy experts, frontline practitioners, technologists and activists have kept ISD’s work ahead of the curve on the fast-evolving spectrum of digital threats to democracy. We have innovated and scaled sector leading policy and operational programs – on and offline - to push back the forces threatening human rights and cohesion around the world today.

We partner with governments, cities, businesses and communities to turn cutting-edge data and insight into action; trialing and delivering evidence-based solutions across society; and empowering those that can impact positive change at scale. Our research also shapes and informs our education and civic action programs as well as the training and policy support we provide to central and local governments, frontline practitioners, companies and international organizations.

In 2022, ISD began a significant expansion of our programming in the United States. We have a window of opportunity to turn the tide on the hybridized threats of hate, extremism and disinformation, before their impacts become insurmountable. Combined, these threats pose an existential risk to the safety and cohesion of US society and to the US as a functioning, liberal democracy.

Role Purpose

ISD has a track record of producing high-quality research which influences both discourse and policy agendas. We employ a range of media-trained subject matter experts who are able to speak to our issue areas across media and in multiple public fora. We are highly successful in securing high-profile coverage of our work, and speaking opportunities for our team, often in top-tier media outlets such as the New York Times, CNN, the BBC, and the Wall Street Journal.

ISD's team has recently expanded, and we now produce a higher volume of public outputs than ever. We are seeking an experienced Press and Public Relations Manager who will ensure that our work receives the coverage needed to impact public debate on these issues. The post holder will be driven and proactive, and have significant experience in media, PR, communications or public affairs. Reporting to the global Head of Communications & Editorial, they will manage efforts to increase ISD's brand recognition and reach, and expand our networks of media contacts and secure top-tier media coverage.

The successful candidate will have a strong interest in our issue areas, and will need to quickly grasp and successfully market our work and expertise. They will be willing to turn their hand to a variety of products and workflows as necessary, ranging from press releases, to social media content, to networking, to copywriting and editing. The ideal candidate would be based in Washington DC/ East Coast US, but with proven connections to and understanding of the UK/ European media environment.

Responsibilities

1. Press and media relations (50%)

- Manage ISD's proactive media outreach, ensuring that our work reaches and impacts target audiences.
- Create press releases and engage key media contacts to maximize coverage of ISD's work.
- Assist in triaging and coordinating response to reactive media opportunities, capitalizing on media interest in our work.
- Cultivate ISD's network of media contacts, including local, regional, national and international reporters and correspondents, and create ongoing interest in ISD's suite of products and experts.
- Communicate ISD's work with segmented target audiences through a range of channels, in order to increase impact in accordance with ISD's US and global strategies.

2. PR and Publicity (30%)

- Proactively seek out opportunities to increase public awareness of ISD, including through the production of marketing materials, placing of op-eds, finding panel and speaking opportunities for ISD experts, and social media content.
- Work with the global communications team to ensure ISD's products have a consistent voice and narrative for the audience they are trying to reach.
- Work closely with senior staff to integrate our media and press strategy into institutional fundraising.

3. Soliciting, editing and publishing new ISD products (20%)

- Work with the communications and programmatic teams to curate and expand upon ISD's existing range of public outputs, soliciting high-quality work that will have a substantial impact.

- Assist in designing, developing and delivering new and existing products across ISD’s channels, including long- and short-form text and audiovisual content.
- Assist in keeping ISD’s website and social media channels up to date, as well as helping with other Comms Team tasks as necessary.

PERSON SPECIFICATION TEMPLATE

Expectations

We expect all staff, consultants and volunteers to:

- Commit to ISD’s vision, mission and [Guiding Principles](#)
- Foster diversity, inclusivity and equality of opportunity at ISD
- Demonstrate respect for others and safeguard those who are vulnerable
- Carry out their duties in accordance with ISD’s policies and procedures
- Adhere to risk management and security instructions at all times

We endeavor to recruit a range of candidates into ISD, to strengthen our team and contribute to our inclusive organizational culture. We particularly welcome applications from candidates currently underrepresented across ISD. We try to make our recruitment as accessible as possible, but please let us know if you have any access requirements that you would like us to be aware of during this process.

Competencies

These reflect ISD’s [Guiding Principles](#) which we expect all members of the team to embody, regardless of seniority and role. How these competencies are assessed is outlined in ISD’s Performance Review Process.

Guiding Principles	Competencies
Integrity	<ul style="list-style-type: none"> • Personal integrity • Focus on quality
Collaboration	<ul style="list-style-type: none"> • Respect for others • Commitment to the team
Agility	<ul style="list-style-type: none"> • Efficiency and effectiveness • Growth mindset
Courage	<ul style="list-style-type: none"> • Strategic thinking • Passion for driving change

Specific Requirements

These are a priority for this specific role, and form part of our assessment during recruitment, probation and ongoing performance management. They are also a framework for focusing continuing professional and personal development.

	Essential	Desirable
Knowledge, training and qualifications	<ul style="list-style-type: none"> • Degree-level qualification or relevant experience. • Demonstrable knowledge of and interest in at least one of extremism, hate, disinformation, election, tech or political violence landscapes. 	<ul style="list-style-type: none"> • Master’s degree or substantially relevant experience on extremism, hate, disinformation, political violence or related topics.
Experience	<ul style="list-style-type: none"> • Significant experience in media, PR, communications or public affairs. • Experience engaging with media and public-facing stakeholders. • Demonstrable ability to identify and pitch stories to top-tier outlets. • Experience in building brands, including managing communications channels. • Experience managing or creating content for social media accounts. 	<ul style="list-style-type: none"> • Existing developed relationships with media outlets and sector institutions. • Background in think tanks, public sector organizations, government or media. • Experience of creating audio-visual content.
Skills	<ul style="list-style-type: none"> • Excellent written and spoken communication skills. • Demonstrable copywriting and editing skill. • Exceptional analytical and critical skills, strong attention to detail. • Fully IT literate. 	<ul style="list-style-type: none"> • Professional language skills (especially Spanish, French, Arabic or German). • Familiarity with Wordpress. • Project and budget management. • Familiarity with website management.
Additional requirements	<ul style="list-style-type: none"> • Applicants must have the right to work in the US. While ISD-US is located on the East Coast, we welcome applications from across the US and support remote working where appropriate. • Demonstrable alignment with ISD’s Guiding Principles. • Flexibility and a can-do attitude. 	