



Co-Chair of the Communications & Marketing Committee

(January 2023 - December 2024 with a possibility to renew)

Position: Volunteer position, Vacant

Application Deadline: 15 January 2023

Research4Life's Communications & Marketing Committee is looking for a volunteer Co-Chair to lead its communication and marketing activities during two years with possibility to renew. This is an excellent opportunity for an enthusiastic communicator who seeks to gain leadership experience. The position offers the possibility to work in an international, collaborative and diverse environment, which brings together UN, publishing, technology and university partners.

The Co-Chair will manage the communication and outreach activities of [Research4Life](#), enabling access to academic and professional content for lower income country researchers. The main responsibility will be to develop and manage the implementation of Research4Life communication and marketing strategies and plans together with fellow Co-Chair with the objective to increase the usage of Research4Life content and services and to improve engagement with Research4Life audiences, as defined in the [Research4Life Strategic Plan](#).

Additionally, the Co-Chair will liaise with a number of teams across Research4Life, e.g. the Capacity Development Committee, supporting the promotion of their training activities; and provide communication support to the Country Connectors, who establish deeper links with Research4Life users in a number of target countries.

The Co-Chairs report to the Research4Life Executive Council. Working time is expected to be approximately 4-6 hours a week with some busier periods. Responsibilities could be split between Co-Chairs. Research4Life's working language is English.

Key responsibilities include

- Develop and manage the implementation of the Research4Life communications strategy and plan, working with various stakeholders and teams.
- Manage the Communications Consultant and lead the Communications & Marketing Committee with fellow Co-Chair.
- Develop a team of early career marketing volunteers to bring fresh voices and content assets to the Partnership
- Guide and advise the Country Connectors in the preparation and implementation of their national communication plans, as well as and other Research4Life committees in their outreach activities.
- Define, develop and oversee the one Research4Life brand throughout the partnership.
- Oversee the development and implementation of marketing campaigns with the goal to increase the usage of Research4Life content and services, as well as to improve engagement of Research4Life audiences.



- Ensure that Research4Life channels (e.g. website, social media, newsletter) align with the Research4Life brand, providing engaging content encouraging regular usage of Research4Life resources.

What you should bring

- University level degree in a communications, marketing or related field such as journalism.
- 5-6 years work experience in a communications role or department.
- Native or near-native English speaker with strong oral and writing skills.
- Knowledge of another language (French, Portuguese or Spanish) is a strong advantage.
- Ability to manage a team working online and involving different stakeholders.
- Ability to review news items and engaging stories for an international audience.
- Solid knowledge of marketing and communication principles/tactics and experience in managing communication or marketing campaigns.
- Experience with web content management systems, social media content management and is an advantage.
- Strong organizational skills, self-driven with the ability to work independently and take initiative.
- A team player with a flexible work attitude and willingness to learn.

About Research4Life

Research4Life is a partnership of five UN agencies, WHO, FAO, UNEP, WIPO, ILO, Cornell and Yale Universities, the International Association of Scientific, Technical & Medical Publishers and up to 200 international publishers. Research4Life's mission is to build an inclusive, diverse and equitable scholarly communications environment by delivering free or low-cost access and user-focused training and resources to researchers in lower income countries. Since 2002, Research4Life has provided researchers at more than 11,000 institutions in over 125 lower- and middle-income countries with free or low-cost online access to more than 198,000 leading journals and books in the fields of health, agriculture, environment, applied and social sciences and legal information.

Contact

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