



**Job Title: (Senior) Knowledge Management and
Communication Specialist
Terms of Reference
CAREC Institute**

The Central Asia Regional Economic Cooperation Institute (CAREC Institute, CI) is looking for a **(Senior) Knowledge Management and Communication Specialist**. This is an internationally recruited position within the Knowledge Management Division, **open to qualified candidates worldwide**.

CI is an intergovernmental organization dedicated to promoting economic cooperation and integration in the CAREC region and along the Silk Road through knowledge generation and sharing. It is jointly shared, owned, and governed by eleven member countries: Afghanistan, Azerbaijan, the People's Republic of China (PRC), Georgia, Kazakhstan, the Kyrgyz Republic, Mongolia, Pakistan, Tajikistan, Turkmenistan, and Uzbekistan. It serves as the knowledge support arm of the CAREC Program. The Institute is headquartered in Urumqi, Xinjiang Uygur Autonomous Region, the PRC.

According to the CAREC Institute Strategy 2026-2030, knowledge management, outreach, and visibility activities will be a priority area.

Functions and Responsibilities

- Design, implement, and monitor a comprehensive knowledge management and communications strategy to enhance CI's visibility and brand personality, with specific key performance indicators to measure engagement and impact.
- Develop, coordinate, and oversee communication materials and campaigns tailored to key stakeholders, ensuring content aligns with review processes, is generated with consent, and maintains quality and consistency for specific audiences such as policymakers, academic communities, and the general public.
- Manage and guide updates to the CI's social media pages and website with fresh, relevant content on a regular basis, and produce quarterly detailed reports on digital platform analytics and advocacy narratives.
- Develop, write, and edit content for annual reports, newsletters, and other materials for diverse audiences, and participate in research reporting and dissemination activities, ensuring timely delivery and collaboration with relevant divisions.
- Manage CI's knowledge products and services (e.g., publications, policy dialogues, workshops) through various platforms such as portals and newsletters. Collaborate with other divisions to develop quality indicators for knowledge

outputs and consult with internal and external experts to ensure efficient implementation.

- Oversee and contribute to the formatting, layout, graphic design, review, proofreading, fact-checking, and editing of publications and visual materials, including policy briefs and economic briefs, ensuring adherence to branding guidelines.
- Maintain close coordination with key stakeholders, including journalists, academics, and government officials, through regular meetings, updates, and briefings, to disseminate research outcomes and event invitations, and develop a media contact list.
- Contribute to CI and the Knowledge Management Division's tasks as required, providing flexibility and support across various functions as needed.

Qualifications and Selection Criteria

- Master's degree in knowledge management, communication, public relations, journalism or a related field, providing an advanced educational background that supports the knowledge and skills required for the role.
- Suitability to undertake the responsibilities, demonstrated by excellent cross-cultural interpersonal skills and a proven ability to build strong relationships with stakeholders at all levels, ensuring effective communication and collaboration.
- At least 5 years of experience in knowledge management, communication, or journalism, including extensive work with international, regional, and national media, and social media, demonstrating a broad understanding of various media landscapes.
- Expertise in developing and implementing innovative knowledge management and communication strategies, with a proven track record at the institutional or national level, showcasing creativity and strategic thinking.
- Ability to quickly digest complex research, identify key findings and policy implications, and translate them for a broad policy audience, with a clear understanding of knowledge-driven economics, CAREC Strategy 2030, and the CAREC Institute Strategy 2026-2030, ensuring relevant and impactful communication.
- Outstanding speaking, presentation, writing, and editing skills in English. Proficiency in Russian or/and Chinese is an asset.
- Strong global view with international and regional experience, and the ability to interact and communicate effectively across organizational boundaries to ensure results and efficiency.

Immediate Reporting Relationships

- The (Senior) Knowledge Management and Communication Specialist reports to the Chief of the Knowledge Management Division.

Other Information

- This is a 3-year fixed-term appointment with a possible extension.
- Shortlisted candidates will be informed of the final title and compensation package during the offer stage.
- The CI offers an internationally competitive compensation package and flexible work arrangements.