



**Job Description: Head of Growth and Communications at interweave.gov**  
[interweavegov.substack.com](http://interweavegov.substack.com)

interweave.gov is a newsletter dedicated to deepening understanding of digital government in Asia and Europe, and improving learning cultures in government more broadly (details about our founding mission, activities and recent posts can be found [here](#)). Over just a few months, interweave.gov's audience has grown into a dedicated readership of policymakers, young professionals and GovTech enthusiasts looking to learn about the best of digital government innovation. We are looking for someone to supercharge that growth.

As Head of Growth and Communications, you will lead our communications, partnerships and retention strategy. We are looking for a highly motivated individual with a curious mind and top-notch organizational skills who can switch between strategic thinking and implementation.

**Responsibilities:**

- Lead planning and execution of communication strategy, including running our social media accounts on Twitter and LinkedIn.
- Foster partnerships with stakeholders across government, academia and civil society.
- Plan and execute reader acquisition and retention strategies.
- Coordinate monitoring & evaluation efforts, and use these to work with the founding team on overall strategy.

**Voluntary Commitment:** approx. 4 - 5 hours per week

**Eligibility:**

- Strong command of English.
- Prior interest in/experience with working in the Digital Government/GovTech space, and demonstrated interest in Asia-Europe relations.
- Excellent organizational skills, and leadership experience is preferred.
- Entrepreneurial spirit and growth mindset. You'll be helping shape interweave.gov, and being able to adapt and share your ideas will be crucial.

**How to Apply:**

To be considered for this position, please submit the following:

- Curriculum vitae
- Covering paragraph explaining why you would like to be considered for this position
- A one-page growth plan for interweave.gov (see sample template below)

Please submit the application here: <https://forms.gle/BnXpNnYuXu9F21sAA>

**Notes:**

- **Deadline for applications is November 9th, 11:59 PM UK time.**
- This position is unpaid. None of the interweave.gov team currently receive remuneration for their work.



[Name]

## **interweave.gov Growth Plan**

### **Covering paragraph: Why are you interested in this role?**

Imagine you have just been hired as interweave.gov's Head of Growth and Communications. Your first task is to plan a growth strategy for the newsletter. Answer the questions below to show us how you would think about doing this.

### **Growth Goals**

- [Insert as many goals as you would like here]

### **Key Metrics**

- [For each goal, include key metrics you would track]

### **Actions**

- [For each goal, describe in more detail the actions you would take to achieve the goal]