Position Announcement:

DIRECTOR OF STRATEGIC COMMUNICATIONS & OUTREACH
Consortium on Law and Values in Health, Environment & the Life Sciences University of Minnesota
(Job ID 358139)

Date: 
Classification & Title: M&C Pro 4-Comm Gen (9761CG)
Supervisor: Dori Henderson, PhD, Senior Administrative Director
Percentage & Term: 100%, 12 months

This 100% time position manages communications and public relations at the University of Minnesota’s groundbreaking Consortium on Law and Values in Health, Environment & the Life Sciences (http://consortium.umn.edu). The Consortium is a University-wide center founded in 2000. This highly interdisciplinary unit links 21 centers and programs across the University, crossing most colleges and reporting to the Office of the Vice President for Research. The Consortium focuses on the ethical, legal, and social implications of biomedicine and the life sciences, with a long history of success in applying for NIH and NSF grants and high impact locally and nationally. The position is located in Johnston Hall on the East Bank campus, with an opportunity for remote work as negotiated.

The Director of Strategic Communications & Outreach is responsible for working collaboratively with the Consortium Chair and team, as well as other University partners, to create and manage strategic communications for this center of national prominence. This position leads and executes communications for the Consortium. This includes promoting the Consortium’s grants and research, publications, events, and activities. Key responsibilities include developing and executing a communications plan, promoting the Consortium’s brand and reputation, developing the Consortium’s website and electronic communications, managing them to make sure they are vibrant and successful, and advancing the University of Minnesota’s mission. The Director of Strategic Communications & Outreach is expected to work collaboratively and proactively to accomplish these tasks and is responsible for developing working relationships with central University communications offices and all Consortium member centers. Responsibilities include:

Communications, Marketing & Content Strategy (45%)
- Develop and execute an integrated and effective content management strategy. This includes disseminating news items, articles, videos, and other resources across platforms including the web, social media, University-wide internal communications, and earned media.
- Lead development of the design and function of the Consortium website and related websites, including required changes/updates to the Drupal platform to maintain excellence in design, content, and function. Create, update, and maintain all pages on Consortium website, interacting with Consortium staff, faculty, and member centers as needed.
- Develop and maintain a strong social media communications strategy to further the Consortium’s reach and engagement. Platforms include X/Twitter, YouTube, LinkedIn, and Facebook.
• Advance the Consortium’s impact and standing by disseminating its work to core audiences, such as national grant-awarding authorities (e.g., NIH, NSF, and foundations), policymakers, industry professionals, faculty, students, researchers, research participants, and the public.
• Develop and use a national network of media contacts to garner local and national media/press attention for Consortium research and events. Draft and pitch press releases and other forms of communication in coordination with other communication professionals across the University and University Relations. Develop partnerships with Consortium member centers to integrate Consortium messaging with broader University messaging.
• Create and coordinate print and electronic communications, including electronic newsletters. Research, write, and edit all content, consulting with Consortium staff, faculty, and member centers as needed.
• Stay current on e-marketing trends to ensure the Consortium is using up-to-date, cost-effective, and audience-appropriate electronic communications tools.
• Handle complex interpersonal communications with faculty, students, administrators, and community members. Supervise student workers as needed.

Event Communications & Outreach (40%)
• Develop multiple communications vehicles to raise awareness of and drive strong attendance to Consortium events and asynchronous use of event videos. Collaborate with sponsors and others to reach diverse audiences and increase event impact.
• Manage e-mail marketing to drive event attendance and awareness of Consortium programs and activities. This includes growing and managing targeted audience lists for events and newsletters; identifying and implementing appropriate e-marketing tools; designing or supervising design of templates within the Consortium brand; managing electronic mailing lists to make sure emails reach and engage appropriate audiences; adhering to University policies, CAN-SPAM, and best practices; and leveraging event content with post-event promotion.
• Identify, contract with, and supervise consultants and vendors for services such as graphic design, sound, projection, webcasting, and video production to ensure a high-quality experience for in-person and webcast attendees, and video viewers. Oversee video production, manage image and photo files, and collaborate as needed to create PowerPoint and other presentations.
• Prepare for events by collaborating with Consortium staff, AV professionals, and sponsors. During events, serve as liaison between speakers and AV team. Make sure pre-event promotional slides are accurate and in brand; speaker slides are loaded and functional; all needed technology is working appropriately; and events begin and end on time.

Planning & Evaluation (10%)
• Establish cohesive and strategic annual communications plans, work goals, and timelines for all communications projects, under the direction of the Consortium Chair and Senior Administrative Director. Advise Consortium Chair, staff, and member faculty on best ways to reach communication goals.
• Regularly evaluate communications impact and success. Collect and report metrics to assess the effectiveness of communication strategies and make adjustments to optimize impact.
• Provide expert input on the communications budget to Consortium Chair and Senior Administrative Director.

Special Projects/Other duties (5%)
• Assist Chair with writing and editing projects as needed.
• May participate in funded research, bringing communications expertise.
• Attend Consortium events and assist as requested.
• Other duties as assigned.
Qualifications:
**Required:** Bachelor’s degree in Communications, Journalism, Marketing, or a related field. Six years of professional communications experience with progressive responsibility. Proven experience in strategic communications, media relations, publications management, and digital development, including tracking metrics and user behavior. Proven track record in brand development and execution, increasing an organization’s public profile and positioning. Proven track record in website development and execution, increasing an organization’s public profile. Excellent written and verbal communication skills.

**Preferred:** Master’s degree relating to communications, science, or medicine. Demonstrated experience with content management systems. Demonstrated experience in writing for lay audiences about science or medicine. Proven experience in publications (print and electronic) management and production. Experience working in an academic environment.

**Application Instructions:** Please apply online using the University’s on-line employment system. Links to the posting for Job ID 358139 are below:
- Current UMN Employees - https://hr.myu.umn.edu/jobs/int/358139
- Prospective UMN Employees - https://hr.myu.umn.edu/jobs/ext/358139

Submit the following:
- Cover letter
- Resume/CV
- Contact information for 3 references
- 3 writing samples that demonstrate communication strategy and execution (such as a communications plan and published op-eds or articles), and the URLs of websites for which the applicant has had major responsibility.

Finalists for this position will be asked to complete an on-site writing assessment. Applications will be reviewed as they are received. The position will remain posted until filled.

**Salary:** Starting salary range is $72,000 - $90,000 depending on qualifications.

**Questions regarding this position may be directed to Dori Henderson at hend0054@umn.edu.** 

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