

**Associate Director of Communications, Office of Civic Engagement****Department**

70680 VP For Civic Engagement

**About the Unit**

The University of Chicago Office of Civic Engagement (OCE) is seeking an Associate Director of Communications to play an integral role in advancing a communications strategy for OCE that increases visibility of our work and deepens relationships and engagement with key external stakeholders and influencers. The position will report to the Director of Communications for Civic Engagement.

OCE is responsible for a diverse portfolio of programs and initiatives related to community relations, civic and city/state/federal government relations, economic development, and educational outreach programs, while supporting faculty and local community-based research projects and initiatives. The office works closely with internal and external stakeholders on a range of quality of life initiatives, including public education, community development, workforce development, arts and culture, public safety, employer-assisted housing, and civic partnerships.

**Job Family**

## Communications

Responsible for planning, preparing, publishing, and disseminating University sponsored information both internally and externally. Prepares written, graphical, audio, and visual material to support the communications to press and government agencies.

**Career Track and Job Level**

## Communications

Plans, prepares and disseminates information designed to keep the public informed of the University's perspectives, programs, and accomplishments. Responsibilities typically include marketing, press relations, creative editorial and design services, and internal communications.

P3: Requires in-depth knowledge and experience. Uses best practices and knowledge of internal or external University issues to improve products or services. Solves complex problems; takes a new perspective using existing solutions. Works independently, receives minimal guidance. Acts as a resource for colleagues with less experience.

## **Role Impact**

Individual Contributor

## **Responsibilities**

The job uses best practices and knowledge to plan, prepare, and disseminate information designed to keep the public informed of the University's perspectives, programs, and accomplishments. Devises strategy relating to marketing, press relations, creative editorial and design services, and internal communications.

Develops, plans, and disseminates information designed to keep the public informed of the organization's programs, accomplishments, or point of view., 2) Makes contributions to the media interface, including writing press releases, planning and organizing media coverage for major events, and crafting responses to sensitive or controversial issues., 3) Solves moderate to complex problems related to the writing, preparation, and/or delivery of information from or about the unit., 4) Performs other related work as needed.

## **Unit-specific Responsibilities**

- 1) Manage day-to-day communications on behalf of OCE programs, working closely with OCE program directors to identify opportunities and prioritize needs.
- 2) Help OCE programs to more effectively use their own program-specific communications channels, including social media and newsletters.
- 3) Lead management of OCE email communications, creating a monthly newsletter, event notices, invitations and other mailings, and introducing a new, bi-weekly events/opportunities email blast.
- 4) Manage creation of new collateral materials for OCE and program areas, including 2-pagers, PowerPoint presentations, an economic impact report and an annual report.
- 5) Lead creation of monthly civic engagement report sent to University leadership, gathering content from staff across campus and writing summaries.
- 6) Collaborate with OCE's Director of Communications on strategic direction for content in civic engagement communications channels, including social media channels and newsletter.
- 7) Provide executive communications support for the VP for Civic Engagement and External Affairs, including talking points and PowerPoint presentations.
- 8) Manage communications and provide strategic counsel on planning for events that enhance the University's civic engagement presence and visibility.

- 9) Write media advisories, news stories and other communications materials and/or provide guidance to external writers.
- 10) Manage a suite of civic engagement websites, including the University's civic engagement site, OCE program sites, Pathfinder student job opportunity site and the Inclusive Construction Initiative site, strategically updating with fresh content, and overseeing website maintenance and back end modifications.
- 11) Build relationships with internal and external partners to advance strategic civic engagement communications goals.
- 12) Leverage relationships with community partners to secure speaking roles for OCE staff at community partner events and place program opportunities and events in community newsletters and cross promote campaign content through external sources.
- 13) Design flyers and promotional materials for civic engagement programs and events
- 14) Collaborate with University's Office of Communications on major announcements relevant to civic engagement stakeholders.
- 15) Lead and mentor seasonal interns.
- 16) Handle communications-related administrative tasks as assigned by OCE's Director of Communications.

#### **Unit-preferred Competencies**

- 1) Ability to work a non-traditional schedule including evenings and weekends.
- 2) Strong judgment, excellent verbal and written communications skills, and ability to work independently with a high degree of initiative, maintain confidentiality, and problem solve.
- 3) Ability to act as a liaison between the Office of Civic Engagement and staff at various external agencies, organizations, and institutions with whom the office may collaborate.
- 4) Editing and proofreading skills, including knowledge of grammar, punctuation, spelling and style.
- 5) Organizational skills and attention to detail.
- 6) Ability to work on multiple projects simultaneously, set priorities, and meet deadlines.

### **Education, Experience, and Certifications**

Minimum requirements include a college or university degree in related field.

Minimum requirements include knowledge and skills developed through 5-7 years of work experience in a related job discipline.

### **Preferred Qualifications**

#### **Experience**

- 1) Experience in managing the complete life cycle for communications in a complex environment.
- 2) Experience working with email marketing programs, specifically Emma, and using segmenting to target email communications.
- 3) Graphic design experience, including knowledge of InDesign, Photoshop and Illustrator.
- 4) Experience building presentations with PowerPoint preferred Experience in web content management.
- 5) Experience with Asana, or other project management software.
- 6) Experience with Meltwater or another PR content marketing software.
- 7) Strong interest in civic engagement and issues affecting communities on Chicago's South Side.
- 8) Familiarity with Chicago's non-profit community.

### **Required Documents**

- 1) Resume
- 2) Cover Letter
- 3) Reference list

NOTE: When applying, all required documents MUST be uploaded under the Resume/CV section of the application.

### **FLSA Status**

Exempt

### **Pay Frequency**

Monthly

Pay Grade

Depends on Qualifications

Scheduled Weekly Hours

37.5

Benefits Eligible

Yes

Drug Test Required

No

Health Screen Required

No

Motor Vehicle Record Inquiry Required

No

Posting Statement

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Staff Job seekers in need of a reasonable accommodation to complete the application process should call 773-702-5800 or submit a request via Applicant Inquiry Form.

The University of Chicago's Annual Security & Fire Safety Report (Report) provides information about University offices and programs that provide safety support, crime and fire statistics, emergency response and communications plans, and other policies and information. The Report can be accessed online at: <http://securityreport.uchicago.edu>. Paper copies of the Report are available, upon request, from the University of Chicago Police Department, 850 E. 61st Street, Chicago, IL 60637.

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