



Strategic Communications Manager

Institution:	University of Massachusetts - Boston
Location:	Boston, MA
Category:	Communications, Marketing, and Public Affairs
Application Deadline:	Rolling until filled
Type:	Adjunct/Part-Time, Non-Benefited, Temporary
Salary:	\$35 to \$40 USD Per Hour

Sustainable Solutions Lab:

The Sustainable Solutions Lab (SSL) is an academic institute at UMass Boston dedicated to understanding and addressing the disproportionate impacts of climate change on marginalized communities. Based in Greater Boston's only public research university, SSL is a partnership among five colleges and four institutes within UMass Boston: the College of Liberal Arts, the College of Management, the College of Nursing and Health Sciences, the McCormack Graduate School of Policy and Global Studies, the School for the Environment, the Institute for Asian American Studies, the Institute for New England Native American Studies, The Mauricio Gaston Institute for Latino Community Development and Public Policy, and The William Monroe Trotter Institute for the Study of Black History and Culture.

As climate change impacts increase, Boston and cities across the world must prepare for extreme weather events and rising seas. Although these changes affect all people, the effects of climate change interact with economic, racial, and social inequities. Understanding these interactions is critical to preparing for climate change and taking action against increasing inequity for racial, ethnic, and economically marginalized communities. In partnership with the communities that are most vulnerable to climate change, SSL works as a multi-faculty engine of research and action to clarify the financial, environmental and social challenges that climate change presents and develop sustainable and equitable solutions.

General Summary of Position:

The Sustainable Solutions Lab is seeking a dynamic and talented Strategic Communications Manager to play a critical role in building up SSL's reach and reputation, increasing our influence as a thought leader and amplifying our work to support climate justice. This will mean working with senior staff and faculty on earned media and amplifying the SSL voice through increased placement of thought pieces in addition to creating powerful email blasts, compelling social media posts and well-designed materials. Overall, a successful candidate will bring strong skills to both the technical and interpersonal aspects of this role, as well as an orientation towards building systems and cultivating diverse networks as SSL strengthens our reputation as a climate justice research hub and center of excellence.

**Examples of Duties:**

- Work with SSL Director to craft effective communication strategy including strategy, goals, budget and tactics;
- Develop a proactive approach to cultivating a more robust media presence including writing press releases, supporting faculty in drafting op-eds and working to ensure placement;
- Leverage existing media relationships and cultivate new contacts;
- Manage media inquiries and interview requests;
- Promote SSL events through partnerships and creative channels;
- Create content for press releases, byline articles and keynote presentations;
- Produce all print and digital communications, including e-newsletters, brochures, event advertisements, fundraising letters, annual reports, promotional materials, videos, etc. for individual programs and the organization as a whole;
- Manage the website including content development, publication, and maintenance;
- Design social media strategies and regularly post content; monitor social media pages and address queries and comments;
- Manage relationships with creative partners and vendors, as appropriate.

Minimum Qualifications:

- 3-5 years of working experience in communications, public relations, marketing, fundraising or related fields;
- Connection to the vision, mission and impact of SSL's work to further climate justice;
- Demonstrated commitment to racial equity and anti-oppression work, and ability to apply this orientation to the work, internally and externally;
- Exemplary written and verbal communication skills;
- Demonstrated success working with the media, developing press releases and pitching news stories;
- Experience making complex ideas accessible to a broad audience;
- Experience developing and producing digital communication materials and publications; graphic design experience, preferred;
- Solid experience with social media including Twitter, and LinkedIn;
- Ability to manage many different priorities and complex projects; - Hands-on experience with web content management tools and communications management tools like Constant Contact;
- Well-versed in Microsoft Office, comfortable with technology, and able to learn new systems;
- Strong creative, strategic, interpersonal, and organizational skills;
- Ability to work flexibly and collaboratively and have a solutions-oriented approach to challenges.

Work Schedule: Part-time flexible

Application Information:

Please submit a thoughtful cover letter and resume to ssl@umb.edu