

W.E. UPJOHN INSTITUTE FOR EMPLOYMENT RESEARCH JOB DESCRIPTION

JOB TITLE: **Communications Director**

SUMMARY OF JOB: The Communications Director is responsible for the development of a proactive communications strategy that positions the Institute as the “go-to” and “learn from” expert on research and policy issues related to employment, education, economic development, and workforce development programs.

**NATURE OF DUTIES
PERFORMED:**

Dissemination

- Develop and continually align the communications strategy to support the Institute’s mission and strategic initiatives.
- Expand awareness of research conducted by Institute staff to a regional, national, and global audience.
- Create website entries, Facebook and Twitter strategies and posts, blog entries, op-ed articles, webinars, videos, policy briefs etc.in collaboration with research and publications staff.

Media Relations

- Establish dialogue and proactively maintain relationships with target members of diverse audiences: policy makers, practitioners, journalists, academic researchers, economic development organizations, employment organizations, and governmental leaders.
- Proactively maintain awareness of relevant local, regional, national and global research topics and policy issues, and work to link with Institute research initiatives.

Web Responsibilities

- Work with Webmaster and publications staff to design and create effective web-based and printed material to effectively disseminate Institute activities.

**REPORTING
RESPONSIBILITIES:**

Reports to the President.

**EDUCATION
& EXPERIENCE:**

Excellent writing and communications (including digital) expertise is the prime requirement. Accompanying this writing expertise must be the willingness and ability to help translate policy research into plain English for a broad audience. Three to five years of direct communications experience required. Bachelor’s Degree required. Master’s Degree in journalism, communications, public policy, economics or related field a plus.