

Communications Manager Harvard University

Location: Cambridge, MA
Harvard University

14-Jul-2017

Communications Manager
Harvard Kennedy School
43114BR

Duties & Responsibilities

The Carr Center for Human Rights Policy at the Harvard Kennedy School focuses on realizing global justice through theory, policy, and practice. Over the past 15 years, the Center has developed research and policy expertise on some of the most intractable human rights problems of our time: genocide, mass atrocities, torture, trafficking, and violence against women. The Center has a diverse set of audiences for its communications, including faculty, fellows, students, policy makers, international organizations, human rights organizations, and the media. More information on the Center's mission, programs and priorities can be found on its website at www.carrcenter.hks.harvard.edu

Reporting to the Center's Executive Director and drawing upon resources of the school's Office of Communications and Public Affairs, the Communications Manager will work closely with the Center's Executive Director, faculty, and fellows to increase the visibility of the Carr Center and maximize the impact of research generated by faculty, fellow, and staff affiliates of the Center, as well as initiatives and convening activities among policy makers, policy-influencing constituencies and the media.

Specific Responsibilities Include (but are not limited to):

Communications Strategy Development and Implementation

Develops and implements the Center's short-term and long-term communications strategy and execution. Maintains graphic standards and center-wide branding efforts, in order to effectively market the Carr Center mission and programs. Develops and maintains a communications and outreach calendar and dashboard that is monitored and updated regularly, with clear targets for expansion of reach to diverse stakeholders.

Research and Policy Communications and Promotional Materials

Disseminates and promotes research and policy products of the Center's faculty and affiliates, including working paper series, white papers, research papers, policy papers, academic articles, books, etc. Creates design templates for Center-generated research and policy products in alignment with its brand. Prepares annual report as well as brochures and other promotional materials for the Center.

Digital Platforms/Website

Digital: The Communications Manager will write/edit timely and impactful digital content, in alignment with the voice of the center. Develops content for Carr Center website in alignment with Center activities, research and priorities to effectively promote the center and its work. Maintains the center events calendar, schedules regular e-newsletters and updates, and works to translate common research themes to disseminate information more broadly. Determines how, when and where events will be promoted. Identifies ways to leverage and maintain online presence to ensure visibility of the

Center's work and ensure that content is up-to-date and presented in a compelling and uniform way.

Social Media: The Manager ensures effective online marketing of the digital content produced by the Center and optimizes the image of the Center. On a daily basis, maintains, monitors, and optimizes the Carr Center's social media channels including Facebook, Twitter, and LinkedIn. Develops social media messaging that aligns marketing initiatives to engage and increase followers. Uses own knowledge of topical issues in human rights and the research topics of Center affiliates to develop effective online presentation of the Center's research and program activities. Builds Human Rights in Conversation video series and helps launch new areas for dissemination of content, including podcasts, video clips, You Tube presence, Facebook Live, etc.

Photo/Video: Secures permissions from speakers and panelists at Carr events through the digital dissemination consent and release form. Edits video files and posts on YouTube. Takes publication-quality photographs at center events for use on the website and in printed material. Maintains photo/video files. Brings dynamic photography/art exhibits relating to human rights to the Center.

Outreach/Writing

Helps with writing appeal, stewardship and acknowledgement letters and gift proposals. Captures and archives the Center's history (for fundraising and other purposes). Identifies and develops mechanisms to track former students and crafts communications and engagement vehicles to maintain/cultivate continuing relationships or re-establish connections with alumni as members of the Carr Community. Helps prepare written remarks, as well as Powerpoint and Prezi presentations on behalf of the Center's leadership.

Media outreach/tracking

Manages the Center's media presence, including media relations and strategies for leveraging social media. In alignment with the HKS Office of Communications and Public Affairs, acts as the first point of contact with internal Harvard and external media and initial spokesperson on behalf of the center; refers media to the appropriate center affiliates. Develops press releases and talking points.

Reporting and Performance Measurement

Accountable for monitoring and tracking the performance of the Carr Center's website, emails, and social media channels. Creates and delivers performance reports and make optimization recommendations to the Executive Director.

Events

Helps organize large-scale conferences, symposia, and other conventions that build the platform and relevance of the Center. Prepares and disseminates publicity and outreach materials for such events; supports agenda development and implementation; prepares briefing materials for speakers and Center affiliates; and coordinates print materials, press coverage, and packets for such events.

Administration

Develops and maintains comprehensive and updated electronic database and mailing lists, segmented by audiences and types of outreach. Provides support for preparation for bi-annual Advisory Board meetings, the Dean's Report, and other gatherings.

Harvard University requires pre-employment reference and background checks.

Harvard University is committed to supporting a healthy, sustainable learning and working environment.

This position is a fully benefits eligible term appointment ending one year after date of hire.

Job Function
Communications

Sub Unit

Location
USA - MA - Cambridge

Department
Carr Center for Human Rights Policy

Time Status
Full-time

Union
00 - Non Union, Exempt or Temporary

Salary Grade
057

Pre-Employment Screening
Education, Identity

EEO Statement

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, gender identity, sexual orientation or any other characteristic protected by law.

Basic Qualifications

Bachelors Degree required. At least five years relevant working experience in professional communications role.

Additional Qualifications

Masters Degree and demonstrated interest and experience in human rights strongly preferred. Excellent written and verbal communication and presentation skills are essential, including strong editing and proofing skills, as well as the demonstrated ability to prepare and publish informational materials for diverse audiences. Journalism or international development background preferred with knowledge of effective research dissemination channels. Prior experience writing promotional copy for publications, editing and proofreading, digital content development, social media experience, marketing and communications management required. Knowledge of relevant computer, design, email marketing, and

web programs essential. Microsoft Office, Prezi, InDesign or similar design program, and email marketing tools such as Constant Contact.

Apply Here: <http://www.Click2Apply.net/4pzvd246j38zqzr9>

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