



HeterodoxAcademy.org | @hdxacademy

Position Title: Academic Communications Director

Start Date: September 1, 2019 (flexible for the right candidate)

Position Summary: Heterodox Academy (HxA) seeks an Academic Communications Director to serve as the primary writer and speaker championing HxA's work in the world, and will collaborate closely with HxA's Executive Director and other thought leaders to frame the organization's work and to encourage the broader academic community's embrace of open inquiry, viewpoint diversity, and constructive disagreement. Together with the Marketing Manager, this role will be responsible for the organization's brand and voice. The Academic Communications Director will be responsible for planning, developing, writing, editing, and launching content for all channels; engaging constructively with social media followers in a way that reflects our organizational ethos; and contributing to multimedia work such as podcasts and video. Additionally, the Academic Communications Director will partner with the HxA external media consultant to garner significant press, including op-eds and features in appropriate publications, as well as with the leadership team to select and apply to events where the HxA message can be shared with a broader audience. The Academic Communications Director will work closely with the Executive Director to define the intellectual program of the organization's annual conference and other events.

Specific duties include:

- Co-develop and implement a strategic communications plan to broaden awareness of HxA and strengthen our brand identity across multiple platforms;
- Work with Executive Director, Marketing Manager, and members of the board to refine and cohere our message and overall branding;
- Serve as the point person for all public relations and media related matters including pitching, creating, and disseminating press materials and organizing interviews and media-related visits;
- Create high-impact, multi-channel communications that educate our audiences, shift narratives and grow and mobilize our supporter base;
- Implement outreach and public relations strategies to garner more press coverage;
- Write talking points and other messaging for the board, staff and others who speak about HxA;
- Manage relationships with any public relations-related vendors and consultants;
- Assist the Memberships Manager on management of and communication within HxDisciplines Facebook and Google groups;
- Maintain up to date and accurate contact information in our Salesforce database for media contacts, outreach, etc.
- Act as Managing Editor for HxA's blog and other placed written content, including:
 - Working with contributors to develop articles for publication on the HxA blog and in external outlets.
 - Identifying contributors and help them craft compelling, accurate essays related to open inquiry, viewpoint diversity, and constructive disagreement in the academy.
 - Develop original content, occasionally represent HxA in media interviews or events, and serve as a sounding board for the Marketing Manager and Executive Director.
- Providing significant support to the HxA podcast, including assisting with content planning, working with Team HxA to identifying prospective guests and helping hosts prepare for successful interviews, and participating in recording as needed.

Required Qualifications:

- Master's Degree or higher required;
- At least five years of related professional experience, ideally in an externally-facing academic, thought leadership role;
- Significant writing samples, with strong preference given to those who show published articles or op-eds, in addition to persuasive and marketing pieces;
- Research strength, with an ability to easily understand and communicate research findings, as well as to fact-check long-form content pieces;
- Excellent written and verbal communication skills, and the ability to tailor those skills to a variety of different audiences;
- Demonstrated history of press interviews for print and broadcast media, at the national or international level;
- Work well under pressure; ability to prioritize amongst multiple, competing responsibilities, and have exceptional time-management skills;
- Service-oriented and a team player; display positive "can-do" attitude;
- Keen attention to detail and follow through;
- Ability to exercise good judgement and independent decision making;
- Demonstrated fluency with the Microsoft Office Suite, Google Suite for Business, Salesforce (or similar database), and Asana project manager (or similar software);
- Prior work in the academic world and/or a non-profit organization a plus.

Duties are performed independently and involve planning, attention to detail, initiative, and follow through. Work is performed without close review and involves knowledge of the organization, its interests, partners, team, academic and global contexts, and the exercise of frequent independent judgement in making administrative decisions.

This full-time, at-will position starts immediately. While most hours will be scheduled during the work week, for the right candidate we are happy to offer a good deal of flexibility in terms of when they will need to be in the office. Some evening or weekend hours may be required to support high-profile events.

Knowledge, Skills, and Dispositions: You would be a good fit for our team if the following attributes describe you:

- **Team player.** We are a small team that values collaboration, support and engagement. You enjoy being a team player, display a positive, optimistic attitude, have the ability to recognize and celebrate wins of all sizes, are open to constructive, supportive feedback, and demonstrate a commitment to consistently improve both your own performance and that of your team.
- **Political tolerance and flexibility.** We don't care what your politics are, but you must be able to respect and advocate for the inclusion of diverse people with diverse perspectives, including progressive, conservative, and libertarian ideas and scholars.
- **Excellent organizational and process skills,** including the ability to effectively track the status of ongoing projects and find needed documents and information quickly. Ability to independently

organize, plan, prioritize, and carry out responsibilities, establish processes for self and others, and to finish tasks by established deadlines.

- **Excellent interpersonal skills.** Personal integrity, professionalism, empathy, resourcefulness, partnership, tact, proactive communication, and a commitment to high standards of work quality and maintaining confidentiality.
- **Persistent and creative problem-solver and opportunity-seeker.** The willingness/ability to anticipate problems, seek out information, and show persistence in finding solutions. We are a young organization with incredible potential to create positive change on college campuses. We seek an entrepreneurial colleague who can help us realize our potential.
- **Excellent oral and written communication skills.** Demonstrated ability to write clearly and powerfully; to edit and proofread; and to ensure high-quality, high-impact work.

Reports To: Executive Director

Direct Reports: None

Location: New York City, relocation available. 10 months of the year we are in the office, but during the summer we are location flexible!

Position Type: Regular, full-time, exempt

Salary and Benefits: Salary will be \$120,000 - \$130,000 commensurate to industry standards and candidate's prior relevant skills and experiences. HxA also provides strong benefits, including:

- Medical, dental, vision, life and disability insurances;
- A significant health insurance contribution for employees and their families;
- A retirement plan with company matching;
- Additional tax-deferred savings opportunities, such as pre-tax deductions and FSAs;
- Unlimited paid time off, provided the employee is in good standing;
- A performance-based bonus program based on both the individual's and company's performance target acquisition; and
- A demonstrated commitment to the ongoing training and development of each employee, supporting ongoing professional skills development.

To apply for this position, please submit a cover letter, resume/CV and writing sample to Jobs@heterodoxacademy.org.

About the Organization: Heterodox Academy (HxA) is an NYC-based non-partisan, non-profit collaborative of over 3,200 professors, administrators, and graduate students committed to enhancing the quality and impact of research — and improving education — by promoting open inquiry, viewpoint diversity, and constructive disagreement in institutions of higher learning.

We aspire to create college classrooms and campuses that welcome diverse people with diverse viewpoints and that equip learners with the habits of heart and mind to engage that diversity in open inquiry and constructive disagreement. We see an academy eager to welcome professors, students, and speakers who approach problems and questions from different points of view, explicitly valuing the role such diversity plays in advancing the pursuit of knowledge, discovery, growth and innovation.

We work to increase public awareness to elevate the importance of these issues on campus; develop tools that professors, administrators, and others can deploy to assess and then improve their campus and disciplinary cultures; celebrate institutions that make progress on these matters; and cultivate communities of practice among teachers, researchers, and administrators.