

Communications Manager Tufts University

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Posted Sep. 12, 2024, set to expire Jan. 25, 2025

Job Title	Communications Manager
Department	Office of the Vice Provost for Innovation
Institution	Tufts University Medford, Massachusetts
Date Posted	Sep. 12, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing Multicultural Affairs/Diversity
Job Website	https://jobs.tufts.edu/jobs/20926?lang=en-us&iis=Job+Board&iisn=AcademicKeys
Apply By Email	
Job Description	

Overview

The Office of the Vice Provost for Innovation (OVPI) is responsible for harnessing the innovative power of the Tufts community to develop strategic and new business opportunities for research, scholarship, and education. The primary mission of the office is to provide business development services for the university. Key efforts are focused on the innovation community and brand development, network development (internal & external), the innovation infrastructure (physical and digital), global initiatives and international strategy, as well as other advisory services.

The Communications Manager develops and recommends a communications and public engagement strategy that promotes the goals, values, and mission of the African American Public History Initiative (AAPHI) led by Dr. Kendra Field and Dr. Kerri Greenidge. Develops and oversees the design and content for website and social media communications. Develops and oversees high-quality, effective materials and messaging including researching and writing effective communications pieces. Creates design and layout of publications; develops and implements communications and

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marketing plans and projects. Evaluates and reports on effectiveness of communications strategies to all constituents and makes decisions on changes or improvements. Collaborates with university-wide committees and work groups and provides public relations support and planning for school/division.

Essential Functions:

- Advise on strategies to establish AAPHI as thought leaders in their disciplines, with a special focus on how academics of color can reclaim the narratives of the communities they study
- Schedule meetings with internal and external stakeholders and acts as the point person for faculty public engagement, distribution of materials, attendance tracking, and follow-up related to communications; organize and prepare all materials necessary for meetings and ensures the AAPHI leadership has access to the materials in a timely manner
- Oversees the development of design and content for AAPHI website and affiliated sites; ensures compelling website appeal and consistent branding/messaging; works with web developer on enhancements; ensures regular and timely updates
- Develops and oversees content for social media communications, blog posts, YouTube channel, AAPHI content calendar, evaluates effectiveness and makes decisions about improvements and new initiatives
- Presents reports on overall communications strategies; evaluates results and proposes future directions and strategies
- Works with AAPHI-associated faculty/staff/students to obtain current research information, activities, and content; translate scholarship to lay-audience communications (print, podcast, articles, interviews)

What We're Looking For

Basic Requirements:

- Knowledge and experience typically acquired through the completion of a Bachelor's degree and 5-7 years of progressive communications experience and management experience

Preferred Qualifications:

- Experience in education or non-profit setting preferred
- Experience with African American Public History preferred
- Advanced degree and experience in education or non-profit setting preferred
- Experience ensuring compliance of web page content with W3C and Section 508 (ADA) accessibility standards preferred
- Ongoing training will be provided to help keep up with current trends and requirements



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Pay Range

Minimum \$85,650.00, Midpoint \$107,150.00, Maximum \$128,600.00

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact