

Director of Public and Media Relations
Stevens Institute of Technology

Direct Link: <https://www.AcademicKeys.com/r?job=229745>

Downloaded On: May. 9, 2024 2:02pm

Posted Jan. 30, 2024, set to expire Jul. 12, 2024

Job Title Director of Public and Media Relations
Department Strategic Communication and Public Relations
Institution Stevens Institute of Technology
Hoboken, New Jersey

Date Posted Jan. 30, 2024

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Public Relations/Marketing

Job Website https://stevens.wd5.myworkdayjobs.com/External/job/Hoboken-NJ---Main-Campus/Director-of-Public-and-Media-Relations_RQ27754

Apply By Email

Job Description

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The Director of Public and Media Relations is a key player in the high-performing and fast-paced Division of University Relations at Stevens Institute of Technology. This pivotal role is responsible for developing and managing a proactive media strategy to further advance the exposure of the university among multiple constituencies and external stakeholders. Reporting to the Assistant Vice President for Strategic Communication and Public Relations, the incumbent will be responsible for raising the public profile of the university through a robust and aggressive earned media strategy in support of the university's strategic goals. Working closely with faculty, university leadership, division colleagues and communications professionals in other divisions, the successful candidate will focus on proactively cultivating relationships with the media to create opportunities for coverage in top-tier, industry and

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significant media outlets for the university, its faculty and research, student successes and more.

Responsibilities

- Conceptualize innovative and execute proven methods to significantly expand the university's public profile in prestigious media, and lead these efforts
- Directly supervise the public relations team, including a senior media relations manager and the executive producer of the AP Campus Insights Project, optimize results and manage priorities, workflow and associated budgets of the PR team
- Facilitate teamwork by delegating and involving junior staff members when appropriate, and mentor mid-level and junior staff
- Ensure communications strategy is consistent and reflects the university's strategic vision
- Proactively conduct outreach and serve as the senior conduit to journalists, news outlets and digital media resources
- Collaborate with faculty, staff and students to generate the most compelling, timely and marketable news offerings, monitoring news and making trend recommendations for content
- Prioritize, plan, write, develop and edit content, including media releases, social media content, presentations and more
- Oversee the AP Campus Insights project, utilizing university knowledge and awareness of timely news topics, and leverage the products of this effort across the PR operation
- Provide media relations guidance and training to administrative and academic leadership
- Manage vendor relationships including PR agency and freelance writers
- Provide support to public affairs and community relations needs
- Address crisis communications situations as necessary
- Work closely with the public relations team and internal communicators to ensure understanding of key issues, build goodwill and streamline work
- Navigate tough discussions with reporters and manage expectations
- Provide regular community updates about news coverage (e.g., media highlights reports)
- Working with the AVP, develop proactive and reactive messaging to help position the organization for success with responding to an emergent or crisis issue
- Demonstrate the highest level of integrity and professionalism as a university spokesperson
- Perform other special and job-related duties as assigned, such as those related to the planning and execution of the Stevens *TechPulse* report

Requirements

- 10 or more years' experience developing PR strategies and campaigns, ideally with at least five of those years in higher education. Experience with nonprofits and technology companies will

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also be considered

- Demonstrated success in generating earned media coverage in prestigious national and industry media and managing staff and consultants' performance against objectives
- Degree in a related major, including public relations, journalism, English or communications
- Ability to understand and distill complex subject matter quickly into content and a format most relevant to reporters and others
- Passion for excellence and a curiosity for understanding the latest in technology innovations and for learning about all aspects of Stevens
- A solid understanding of the market-driven nature of news and media and the shift to new media
- An existing network of media contacts, preferably in the technology and business categories
- Outstanding verbal and written presentation skills, including experience speaking to the media as a representative for an organization
- Ability to work in a fast-paced, collaborative environment, and a willingness to occasionally work an evening or a weekend day as called for based on major university events
- Experience working in a cross-functional team in a complex organization
- Proven teamwork and problem-solving skills
- Team player sensibility with a calm, can-do attitude and grace under pressure
- Knowledge of Microsoft Word, Excel and PowerPoint and news distribution and management software

About Stevens

Stevens Institute of Technology is a premier, private research university situated in Hoboken, New Jersey overlooking the Manhattan skyline. Founded in 1870, technological innovation has always been the hallmark and legacy of Stevens' education and research. The university is consistently ranked among the nation's elite for return on tuition investment, career services and the mid-career salaries of alumni. Within the university's three schools and one college, 6,600 undergraduate and graduate students collaborate with 300 full-time faculty members in an interdisciplinary, student-centric, entrepreneurial environment to advance the frontiers of science and leverage technology to confront global challenges. Learn more at [Stevens.edu](https://www.stevens.edu).

Department

Strategic Communication and Public Relations

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General Submission Guidelines:

Please submit an online application to be considered a candidate for any job at Stevens. Please attach a cover letter and resume with each application. Other requirements for consideration may depend on the job.

Academic Submission Guidelines:

Please submit:

- Cover letter
- Curriculum vitae
- Research statement
- Teaching statement that includes a) teaching interests, b) teaching philosophy, and c) a plan on how to create an inclusive environment for students of all backgrounds in terms of classroom teaching, student advising, and graduate student mentoring
- Contact info for at least 2-3 references (school-specific; please refer to job posting)

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Still Have Questions?

If you have any questions regarding your application, please contact Jobs@Stevens.edu.

EEO Statement:

Stevens Institute of Technology is an Equal Opportunity Employer. Accordingly, Stevens adheres to an employment policy that prohibits discriminatory practices or harassment against candidates or employees based on legally impermissible factor(s) including, but not necessarily limited to, race, color, religion, creed, sex, national origin, nationality, citizenship status, age, ancestry, marital or domestic partnership or civil union status, familial status, affectional or sexual orientation, gender identity or expression, atypical cellular or blood trait, genetic information, pregnancy or pregnancy-related medical conditions, disability, or any protected military or veteran status.

Stevens is building a diverse faculty, staff, and student body and strongly encourages applications from people of all backgrounds. Stevens is a federal contractor under the Vietnam Era Veterans' Readjustment Assistance Act (VEVRAA) and the Rehabilitation Act of 1973, as well as other federal statutes.

NSF ADVANCE Institution Stevens values diversity and seeks candidates who will contribute to a welcoming and inclusive environment for students, faculty, and staff of all backgrounds. We are an NSF ADVANCE institution committed to equitable practices and policies and strongly encourage applications from women, racial and ethnic minority candidates, veterans, and individuals with disabilities.

Jeanne Clery Disclosure:

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In accordance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (Clery Act), the Department of Public Safety is required to publish an annual security report which includes statistics mandated by the Clery Act. Click [here](#) for a copy of this report.

Contact Information

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

Contact

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