

## **Communications Manager**

Center for Ocean Solutions and Stanford Woods Institute for the Environment  
Fixed term through December 15, 2017, Full-time

The Stanford Woods Institute for the Environment seeks an experienced communications professional to primarily provide writing, media relations and collateral support with a focus on promoting the research and expertise of scholars working with the Center for Ocean Solutions.

Reporting to the Stanford Woods Institute's communications director and under direction from COS leadership, the Communications Manager will work as part of a team responsible for raising the profile of Stanford's research and events related to oceans, as well as implementing communications initiatives in support of the center's new strategic direction. The manager will develop and implement communications plans that advance the center's goals for linking research to action; conceive of and produce editorial content and audio/visual collateral such as news releases, research briefs and videos; serve as a facilitator in key center working groups; and provide day-to-day project management for initiatives such as the center's rebranding.

LOCATION: This role is based in Palo Alto at the Stanford Campus, with opportunities to telecommute from locations within the greater San Francisco Bay Area – Monterey Peninsula area.

### **JOB PURPOSE:**

Under minimal supervision, provide support in planning, coordinating, and implementing communication programs. Develop external written communications and design and coordinate media relations programs and efforts.

### **CORE DUTIES\*:**

- Develop, execute and oversee written communications of moderate complexity, including presentations, speeches, news stories, web content, talking points, and correspondence and social media posts.
  - The Communications Manager conceives, writes and edits editorial content for print and digital formats and provides editing and message development support for communications as well as research staff.
  - Develop initial drafts and edit materials for use by internal and external audiences. Material development may include website content, social media, newsletters, backgrounders, "how to" guides, Q&As, and brochure copy.
  - Manage center-specific portions of the Woods Editorial Calendar. Provide editing and proofreading support when requested by Center directors, faculty, researchers and staff.
  - Work with COS team members to hone oral and written communications messages and skills.
  - Ensure all written materials developed by the communications team are of the highest quality and adhere to established writing standards.
- Participate in regular meetings of key researchers with media relations needs to develop strategies and tactics for facilitating effective communications.
  - Develop and implement proactive strategies and tactics for all traditional and social media channels. Develop and oversee a tiered media strategy for proactive outreach across print, web, broadcast and social media.
  - Develop segmented media lists of reporters and bloggers using Cision
  - Act as primary contact for top-tier news media.

- Coordinate media opportunities including partnering with research program leads and partner institutions.
  - Track and report on earned media hits as well as social media metrics
- Assist in identifying and maintaining professional relationships with key press and community leaders.
- Assist in preparing content for internal or external newsletters. Understand email and digital content distribution.
- Identify individuals/groups to attend and/or speak at public meetings or other events.
- Coordinate media, community or government relations, and ensure logistics and preparations are handled.
- Additional responsibility includes coordinating the center's promotional activities with Woods Central communications and other key partners, in addition to serving as a meeting facilitator and communications project manager.
  - Participate in regular meetings with COS leadership and Woods communications staff.
  - Serve as a project manager responsible for meeting deadlines and milestones related to COS communications deliverables

*\* - Other duties may also be assigned*

**MINIMUM REQUIREMENTS:**

**Education & Experience:**

Bachelor's degree and three years of relevant experience or combination of education and relevant experience.

**Knowledge, Skills and Abilities:**

- Excellent written communication skills, reporting skills, and skills in conceptual editing, copy editing, and proof reading.
- Ability to work collaboratively with internal communications groups across campus.
- Demonstrated interpersonal skills in working with a variety of people.
- Capacity to write and synthesize materials and communicate information in a manner easily understood.

Additional desired qualifications include:

- A solid working knowledge of science communications and ideally marine science and related policy challenges and issues.
- Possess a strong media relations background with experience cultivating media contacts, building targeted media lists, and conceiving, writing, and editing news releases as well as short form pitches.
- Ability to work with an external graphic designer to produce websites, factsheets and other collateral.
- Comfortable and experience with technology, specifically the Microsoft Office and Adobe software suites, blast email services such as Mailchimp or iContact; website CMS systems; and CRM software such as Cision and Salesforce.

**Certifications and Licenses:**

None

**PHYSICAL REQUIREMENTS\*:**

- Constantly perform desk-based computer tasks.
- Frequently stand/walk, sit, use a telephone, grasp lightly/fine manipulation, speaking.
- Occasionally grasp forcefully, writing by hand.
- Rarely sort/file paperwork.

*\* - Consistent with its obligations under the law, the University will provide reasonable accommodation to any employee with a disability who requires accommodation to perform the essential functions of his or her job.*

**WORKING CONDITIONS:**

- Occasional work on evenings and weekends.
- On call and ability to respond 24/7.

**WORK STANDARDS:**

- Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.
- Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.
- Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University's Administrative Guide, <http://adminguide.stanford.edu>.

Interested applicants should apply at <http://stanfordcareers.stanford.edu>, Job ID 74990. To be considered, candidates will include a cover letter, resume and three writing samples. Please note a background check will be required for all final candidates. For more information, please visit our website at <https://woods.stanford.edu/research/centers-programs/center-oceansolutions>.

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

**Job Family:** Communications

**Job:** Public Relations Officer 1

**Job Code:** 4262

**Grade:** H

**Exemption:** Exempt