**Annex 2.4. Job Position Descriptions for Communications Staff\***

At the time of this writing, the Urban Institute was upgrading its communications program to a major activity that would be at the forefront of think tank programs. Because I obtained the descriptions at this time of transition, some of the new descriptions are copy for recruitment ads rather than formal position descriptions; they nevertheless provide a clear indication of the position’s content.

Descriptions are included for the positions listed in the following table. The second column gives the corresponding position title used in text Figure 2.1.

|  |  |  |
| --- | --- | --- |
|  | **Urban Institute Position Title** | **Title in Figure 2.1** |
| 1 | Director of Digital Marketing | Director, Digital Media |
| 2 | Director of External Affairs | Director, External Affairs |
| 3 | Editorial/production supervisor | Publications and Production Manager |
| 4 | Metro (blog) Policy Editor | Blog editor |
| 5 | Production Editor | (Included in Publication & Production Manager) |
| 6 | Web Specialist | Web/technology associate |
| 7 | Infragraphics Specialist | Events Manager |
| 8 | Content and Social Media Strategist | Social Media Associate (includes Infographics) |
| 9 | Communications Coordinator | Media Relations Associate |

**Position Description**

**Director of Digital Marketing**

**Urban Institute**

Founded in 1968, the Urban Institute offers independent, rigorous analysis and evidence-based solutions to inform policymakers and the public about the challenges and opportunities confronting vulnerable populations. The Institute recently launched a comprehensive organizational initiative to increase its visibility and impact. To support this work, the Urban Institute is seeking a Director of Digital Marketing to develop and execute a public engagement strategy that will foster interactive communication with the Institute’s key audiences and advance the organization’s reputation for fair, robust policy analysis.

**Position Overview**

The **Director of Digital Marketing** will lead the Urban Institute’s ambitious online communications efforts. He/she will be responsible for developing the voice for all aspects of the organization’s online presence. We are looking for a dynamic, self-motivated communications professional who can oversee web design and content management, writing and editing for the web, graphic design and site management. This individual will work closely with the communications team and the policy research staff to maintain site standards with regard to new development as well as existing online properties.

The **Director of Digital Marketing** will develop, execute, and manage successful online strategies that are based upon goals and intended audience while mindfully positioning the Institute and supporting its branding strategy. He/she will provide vision, leadership and an integrated approach to all online communications products. This is a senior position requiring strong, proven communications skills and significant experience managing people, online projects and strategies.

**Specific Responsibilities**

The successful candidate will execute on the following priorities:

* Be responsible for the management, update and quality control of content for the organization's website and affiliated URLs.
* Help develop web-specific outreach strategies for new reports and major areas of research and produce required web copy and modules.
* Provide leadership, vision and management oversight for the digital team and its strategic priorities.
* Draft policies and develop work plans for maintaining and improving the Urban Institute website.
* Supervise the development of new online content to ensure it meets the Urban Institute’s standards for excellence and quality.
* Work in close collaboration with researchers on the development of effective online strategies, including needs assessment, planning, design, implementation, audience engagement, and life-cycle management.
* Manage relationships with web development firms and vendors, including development of RFPs, policies, and requirements for new deliverables, and supervise the design and development of new online properties.
* Explore options and make recommendations for ways to leverage new online technologies.
* Create, develop and manage content for organization’s web presence (requires working with content management software).
* Coordinate web projects that span multiple departments and/or projects.
* Maintain a consistent look and feel throughout all web properties.
* Keep current with emerging web technologies through relevant blogs, listservs, and events.
* Assure web-based information is archived for future needs and reference.
* Analyze and report on web traffic metrics and develop actionable responses to trends.

**Qualifications**

The Institute is seeking an experienced and energetic professional with the following attributes:

* Minimum10 years’ experience in digital marketing, online communications and management, with a portfolio that includes strategy development, content management, and supervision of ongoing operations.
* Exceptional communications, interpersonal, and organizational skills.
* Ability to manage multiple projects in a fast-paced, deadline-driven environment.
* Proven track record of successful online initiatives, such as new or upgraded websites, technology ports or major campaigns using technology such as CSS/HTML, CMS and Photoshop.
* Familiarity with Cold Fusion and SQL, E-mail lists, Javascript, XML, 508 compliance; knowledge of search engine optimization and web traffic analysis.
* A keen interest and curiosity in using online technologies and ideas to solve communications problems, including working with colleagues who lack deep technology experience
* Enthusiasm for great websites and online strategy along with the practical skills to address immediate needs and long-term priorities.
* The ability to act as a mentor to direct reports and colleagues.
* Strong written, verbal and visual communications skills, including presentation skills.
* An understanding of public policy trends, critical issues, and effective media responses to policy opportunities.

**Position Description**

**Director of External Affairs**

**Urban Institute**

Founded in 1968, the Urban Institute was created to bring to the study of domestic issues the same scientific evidence and analysis that others brought to defense and foreign affairs. The Urban Institute offers independent facts, rigorous analysis and evidence-based solutions to inform policymakers and the public about the challenges and opportunities confronting our nation. Today, the Urban Institute is seeking a **Director of External Affairs** (a new role within the organization) as we aspire to raise the influence of our research, improve the quality of public policy by ensuring that rigorous analysis is available to policymakers and policy-influencers when they need it and that our independence and reliability is well-recognized and respected.

**Position Overview**

The **Director of External Affairs** will be a member of the Urban Institute’s communications office, reporting to the Vice President of Communication and carry out the daily programmatic requirements to further the Urban Institute’s resource development and external affairs goals. The Director of External affairs must possess the ability to effectively implement a variety of resource development and develop strategic partnerships as well as act as a liaison with Capitol Hill to assist the Urban Institute in furthering its mission.

The **Director of External Affairs** will have duties including the following:

**Resource Development**

* Identify potential funding sources.
* Develop funding proposals to support the Urban Institute’s mission and strategic activities.
* Work with appropriate staff to organize fundraising .
* Ensure continued positive relationships with the Urban Institute’s funders and supporters.
* Complete grant reports and work closely with staff who are implementing grants and/or contracts.

**Networking**

* Create and develop strategic partnerships with organizations, companies and individuals with the objective of building the Urban Institute’s visibility.
* Align with strategic partners that can help build awareness of the Urban Institute and support its mission and programs.
* Represent the Urban Institute to a variety of audiences, including grassroots and community-based organizations, foundations, trade associations, for-profit and non-profit entities, members of Congress, and other organizations in a professional manner.
* Use technology and innovative systems to expand the Urban Institute’s brand and promote development opportunities.

**Candidate Qualifications and Requirements:**

The Institute is seeking an experienced and energetic development professional with the following attributes:

* Advanced degree in a relevant field, such as non-profit management and development, marketing, project management or communications is preferred. The minimal educational requirement for this position is a Bachelor’s degree in a relevant field.
* Minimum of two years of successful experience in the field of resource development, grant management, project management, community affairs, marketing, communications, external affairs, or another related field.
* Superb organizational and fund raising skills as well as excellent judgment in developing and implementing priorities.
* Excellent public speaking and communications skills to develop and nurture relationships across a broad spectrum of groups, businesses and government agencies.
* Demonstrated ability in managing complex workloads including success in organizing special events or conferences and developing work plans, writing reports, executing contracts, staying on task and executing deliverables against a time table and work plan.
* Successful experience in developing and managing budgets and analyzing financial documents.
* Working knowledge and familiarity with Microsoft Office Suites and Outlook or equivalent software.
* Ability to work independently as well as be a team player in a multi-task work environment while producing the highest caliber work product in a timely manner

**The Urban Institute**

**Job Description**

**Job Title:** Editorial/Production Supervisor (S04)

**Department:** Communications - Urban Institute Press

**Reports To:** Director of Publications

**SUMMARY**

Working under minimal supervision, manages UI book and report production from final edited manuscript to distribution of printed books. Supervises regular employees as well as on- and off-site freelance proofreaders, copy editors, and desktop publishers.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

1. Plans, schedules, assigns and reviews the work of editorial and production staff, and on-site freelance proofreaders, copy editors, and desktop publishers.

2. Creates and monitors production schedule from manuscript to printed publication.

3. Plans and supervises execution of schedules with the designer, typesetter, printer, and/or desktop publishers, and distributor.

4. Selects vendors for typesetting and printing of manuscripts not copublished and maintains relationship through production process.

5. Works with authors during the production process. Keeps them on schedule for returning proofs, approving cover designs, and so on.

6. Oversees publication manufacturing.

7. Prepares required documentation for the Library of Congress and the U.S. Copyright Office.

8. Prepares and monitors production budgets and selects vendors for research center publications.

9. Oversees budgets and prepares cost analyses of individual UI Press titles produced.

10. Prepares royalty statements to authors and monitors royalties due from distributors.

11. Prepares monthly analysis of distributor sales reports. Analyzes budget and sales figures and recommends corrective action as appropriate.

12. Takes responsibility for special Institute-wide system-related projects (e.g., design and implementation of central mailing list system) and Press’ presence on the UI Internet home page.

**SUPERVISORY RESPONSIBILITIES**

Is responsible for the overall direction, coordination, and evaluation of several data entry operators as well as editorial/production assistants. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

Bachelor's degree (B.A.) from four-year college or university and five to seven years related experience and/or training; or equivalent combination of education and experience.

**LANGUAGE SKILLS**

Ability to read, edit, analyze, and interpret documents such as correspondence, articles, and technical reports. Ability to write technical and business reports, business correspondence, as well as edit and proofread books, manuscripts and papers. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**REASONING ABILITY**

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**CERTIFICATES, LICENSES, REGISTRATIONS**

None are required for this job.

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to stand and walk. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Position Description**

**Senior Writer/Editor**

**Urban Institute**

Founded in 1968, the Urban Institute was created to bring to the study of domestic issues the same scientific evidence and analysis that others brought to defense and foreign affairs. The Urban Institute offers independent facts, rigorous analysis and evidence-based solutions to inform policymakers and the public about the challenges and opportunities confronting our nation. Today, the Urban Institute is seeking a **Senior Writer/Editor** as we aspire to raise the influence of our research, improve the quality of public policy by ensuring that rigorous analysis is available to policymakers and policy-influencers when they need it and that our independence and reliability is well-recognized and respected.

**Position Overview**

The **Senior Writer/Editor** will be a member of the Urban Institute’s communications office, reporting to the Vice President of Communication and will perform complex editing, writing and interviewing assignments on social science research topics. This individual will work closely with web, public affairs, and publishing teams within the Communications Group

The **Senior Writer/Editor** will:

* Perform complex editing and writing assignments on social science research topics and special projects for UI staff members and UI Press and Office of Publications.
* Perform major substantive editing of manuscripts submitted to the UI Press for publication as books or UI reports.
* Edit working papers and final research project reports.
* Assist in recasting research project reports or other materials according to agency specifications for transmittal to Congress.
* Ghostwrite articles for staff members based on research reports or papers that they have authored. Edits testimony or speeches for staff members..

**Candidate Qualifications and Requirements:**

The Institute is seeking an experienced and energetic development professional with the following attributes:

* Ability to write technical reports as well as lay translations.
* Ability to effectively present information and respond to questions from researchers and research audiences.
* Understanding of and enthusiasm for the Urban Institute’s role and potential as well as a strategic vision for raising our visibility and impact.
* MA in journalism, communication, public policy or related social science field. Newsroom experience also valued.
* Ability to read, analyze, and interpret sophisticated research.
* Knowledge and experience in the world of economic and social policymaking, especially -- but not exclusively – federal policy.
* Excellent written communications, presentation, organizational, and interpersonal skills.
* Ability to initiate, prioritize, and follow through on plans.
* Collaborative style, diplomacy and tact.
* Comfort with social scientific methods and data.

**Metro Policy Editor**

**Position Description**

Founded in 1968, the Urban Institute offers independent, rigorous analysis and evidence-based solutions in social and economic policy to inform decision makers and the public. The Institute recently launched a comprehensive organizational initiative to increase its visibility and engagement. To support this work, the Urban Institute is seeking a **Metropolitan Policy Editor,** asavvy, flexible, fast-thinking expert who works within the Metropolitan Housing and Communities Policy Center team to shape debate and discussions among influencers at the state and national level.

**Essential functions**

The Metropolitan Policy Editor will be embedded in the Metropolitan Housing and Communities Policy Center, which concentrates on the communities—housing developments, neighborhoods, cities, and suburbs—that make up America's urban regions. The Metropolitan Policy editor will work alongside its researchers and director while also serving as a member of the Urban Institute’s Strategic Communications and Outreach team. S/he should have subject matter expertise in issues that relate to center, including cities and neighborhoods and the federal, state, and local policies that affect them. S/he is expected to build a communications program that advances the center’s and the organization’s goals, including developing content, conducting outreach, and building relationships with current and new audiences. S/he will leverage the knowledge, data, and relationships of the center and its scholars, and s/he will shape conversations and decisions among thought leaders who should know about the center’s work.

This is a unique opportunity to build a new program for visibility and engagement that is rooted in the Institute's strong reputation for providing nonpartisan, evidence-based policy solutions. The center’s research investigates factors that shape the quality of life in American communities, the opportunities they offer residents, and the effectiveness of federal, state, and local public policies that govern urban housing and neighborhoods. The Metropolitan Policy Editor reports to the Director of Strategic Communications with a dotted line to one of the center’s senior leaders.

**Responsibilities:**

* Act as policy communications advisor and strategist within Metropolitan Housing and Communities Policy Center
* Translate complex research reports for a broader, sophisticated audience of thought leaders, influencers, media, and interested individuals
* Develop compelling content including (but not limited to) policy briefs, newsletters, blog posts, op-eds, fact sheets, and press releases
* Develop communications plans and editorial calendars for new publications and promotion of existing research
* Conduct outreach with Hill staff, thought leaders, traditional media, bloggers, and others to leverage research and influence policy conversations on the state and national level
* Be familiar with all research that has been developed to date; be poised to seize opportunities within the news cycle to bring all our pre-existing research to bear in policy conversations and the news media
* Develop strong relationships with reporters and bloggers in the field of urban policy
* Liaise with the central comms team to be able to reflect the refined Urban Institute brand in center communications; elevate center issues so that they are part of the broader organizational strategy to boost the impact and visibility of the institute
* Manage events, roundtables, briefings, and other opportunities in coordination with the Dir. of External Affairs
* Work with other members of the communications team to train spokespeople and equip them with the requisite media, digital, presentation, and other skills to effectively represent metropolitan and housing policy

**Qualifications**

* Bachelor's degree in political science, communications, marketing, journalism or in the field of urban policy issues
* 5-10 years of policy communications experience, including in the field of urban policy issues; Capitol Hill experience strongly preferred
* Experience leading strategy development of organization, including managing timelines and producing deliverables
* Experience managing outside vendors and freelancers
* Strong writing and analytical skills, with strong experience in journalism, external affairs or digital/traditional media strategy
* Strong project management and organizational skills
* Ability to form relationships with a range of staff, including data-driven researchers
* Ability to understand and interpret data and translate it for mainstream audiences
* Proven track record on management and team building, including the ability to set objectives, measure success, and meet or exceed goals
* Demonstrated experience in MS Office, Word, and Excel. May require database management, such as for social media monitoring, constituent relationship management, and/or media relations

**Urban Institute**

**Job Description**

**Job Title:** Production Editor (S03)

**Department:** Communication

**Reports To:** Production Supervisor

**SUMMARY**

Under general supervision, coordinates activities of editorial, production, and other staff engaged in preparing written material for print or electronic publication by performing the following duties.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Oversees workflow of projects throughout production process, within specified budgets and deadlines.

Coordinates activities of copy editors, editorial assistants, technical editors, proofreaders, indexers, graphic designers, illustrators, and production and marketing department staff.

Maintains smooth traffic flow between design, editorial, and production departments.

Confers with authors and editors regarding budget, background information, objectives, audience level, and style.

Maintains author relationships.

Prioritizes, tracks, handles, and maintains records of the elements, costs, and time schedules of multiple projects.

Selects, supervises, and obtains cost estimates from outside vendors such as freelance editors, packagers, proofreaders, and indexers.

Initiates or replies to correspondence regarding material being published.

Copy edits manuscripts or supervises copy editors.

**SUPERVISORY RESPONSIBILITIES**

None.

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

Bachelor's degree (B. A.) from four-year college or university; and one to two years related experience and/or training; or equivalent combination of education and experience. Advanced degree or public policy training helpful.

**LANGUAGE SKILLS**

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

**MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

**REASONING ABILITY**

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**CERTIFICATES, LICENSES, REGISTRATIONS**

None.

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit. The employee is occasionally required to use hands to finger, handle, or feel and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Job Description**

**Job Title:** Web Specialist (S03)

**Department:** Communications

**Reports To:** Sr. Public Affairs Associate

**SUMMARY**

Develops, organizes, and manages Web sites by performing the following duties.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Consults with design, technical, and marketing staff to plan Web site development.

Develops technical architecture of Web sites including scripting, database design, and user interface design.

Refreshes Web site content to ensure accuracy and timeliness of information and images.

Stays abreast of industry trends and all applicable technologies, including scripting, security issues, authoring tools, graphic design tools, and new languages.

Integrates new technologies into Web site.

Answers or forwards to management any Web site-related e-mail questions from users.

Communicates with other personnel regarding technical requirements of Web site and upcoming projects or events related to Web site.

Analyzes traffic to Web site and recommends any necessary programming changes.

Manages transfer of files and memory allocation for Web site on the server.

Creates automatic systems of data and content storage on Web site.

Provides technical support and participates in employee Web site training.

Collaborates with external vendors on special Web site events, promotions, marketing campaigns, or specific design projects.

Works with information services and other internal divisions to create internal Web sites running on proprietary intranets.

**SUPERVISORY RESPONSIBILITIES** None

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

MA/BA and two or more years related experience and/or training; or equivalent combination of education and experience.

**LANGUAGE SKILLS**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports and business correspondence. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**CERTIFICATES, LICENSES, REGISTRATIONS**

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Infographics (or Data Visualization) Specialist**

**Position Description**

The Urban Institute is seeking an infographic (data visualization) specialist who can create clear compelling graphics from economic and social science research reports for UI’s website and publications.

The infographics specialist will work with researchers and the publishing and website teams to create new graphics that display key findings in striking ways and also find ways to combine data from more than one report to show a big picture. She/he will be given assignments and eventually will also propose graphics projects that encompass broad, novel, or re-framed topics.

Candidates should have a strong artistic sense, ease with complex data, advanced computer skills, proven design skills, ability to work with others and alone, and a commitment to the Urban Institute’s mission. Fluency in Photoshop and Illustrator is essential along with experience in Flash, AfterEffects, or other interactive design tools. The ideal candidate will also be able to pinch-hit as a text editor to make documents web-ready. A BA in communications, information design, related arts, or social science is required. An MA in one of these or allied fields is desirable.

**Content and Social Media Strategist**

**Position Description**

Overview:

Founded in 1968, the Urban Institute offers independent, rigorous analysis and evidence-based solutions to inform policymakers and the public about the challenges and opportunities confronting vulnerable populations. The Institute recently launched a comprehensive organizational initiative to increase its visibility and impact. To support this work, the Urban Institute is seeking a Content and Social Media Strategist to join a communications program that advances organizational goals; leverages the knowledge, data, and relationships of the Urban Institute and its researchers; and strengthens relationships with current and new audiences. This is a unique opportunity to help build a new program for visibility and impact that is rooted in the Institute's strong reputation for providing nonpartisan, evidence-based policy solutions.

The Content and Social Media Strategist will report to the Director of Digital Marketing and work across the Communications team as well as researchers within the Urban Institute’s ten policy centers.

**Responsibilities**

The Content and Social Media Strategist will …

* Work with the Director of Digital Marketing to create and implement an editorial strategy for the organization’s digital properties.
* Write original content (blog posts and articles) for the Urban Institute website and other platforms based on our research.
* Partner with graphic designers and videographers to create multimedia content.
* Work with Urban Institute researchers and center directors to create content for the Urban Institute website and other platforms based on our research.
* Post content to the website and blogs through our content management system.
* Work with the Director of Digital Marketing to conceive and implement an organization-wide social media strategy.
* Work across the organization to run the day-to-day operation of the Urban Institute’s social media accounts through a social media CRM.
* Help implement individual social media strategies for Urban Institute experts and researchers.
* Devise strategies for expanding our social media presence across new platforms.
* Work with the public affairs team to create a blogger outreach program and pitch Urban Institute content to top-tier blogs and digital-only outlets.

**Qualifications:**

* Bachelor's degree in political science, communications, marketing, journalism or related field and minimum 5-7 years related work experience or equivalent combination
* Strong written and verbal communication skills
* Demonstrated ability to execute successful content and social media strategies
* Demonstrated experience creating web features, blog posts and multimedia content
* Previous exposure to content management systems and customer relationship management systems
* Working knowledge of HTML and Adobe Creative Suite, especially Photoshop
* Production and/or development experience with dynamic websites
* Comfort executing assigned projects independently when necessary
* Ability to multi-task under tight deadlines while maintaining attention to detail
* Willingness to adapt to change
* Ability to form relationships with a range of staff, including data-driven researchers
* Ability to understand and interpret data and translate it for mainstream audiences
* Proficiency with PC and/or Mac platforms and Microsoft office

**COMMUNICATIONS COORDINATOR**

**Overview:**

Founded in 1968, the Urban Institute offers independent, rigorous analysis and evidence-based solutions to inform policymakers and the public about the challenges and opportunities confronting vulnerable populations. The Institute recently launched a comprehensive organizational initiative to increase its visibility and impact. To support this work, the Urban Institute is seeking a junior-level Analytics and Administrative Assistant to support the entire Strategic Communications and Outreach team. This is a new position designed to enhance the Institute’s ability to measure its impact and track its progress against goals. The right candidate will be a highly organized, detail-oriented self-starter. S/he should be entrepreneurial, flexible, adept at handling multiple assignments, and eager to grow and learn.

This position reports to the Public Affairs and Publications managers. S/he will work closely with the Public Affairs, Publications, and Web teams.

**Responsibilities**:

* Gathering and organizing communication data, and measuring and reporting on the reach and impact of the Institute’s varied communications activities and initiatives, encompassing traditional, web, and social media and events;
* Compiling, distributing, and tracking daily press coverage using the Vocus media management tool;
* Assisting in the selection of a database to measure social media impact and managing the implementation of that system;
* Creating, maintaining, and expanding targeted distribution lists for traditional and social media;
* Developing and maintaining an editorial calendar;
* Maintaining the Institute’s databases of academic journals and subscriptions and updating the library’s intranet page;
* Distributing news releases and similar communications;
* Distributing invitations for events, managing RSVPs, and handling event logistics;
* Coordinating event webcasts, including directing the broadcast cameras;
* Managing Urban Institute Press mailings and marketing activities.

**Qualifications:**

* B.A. or B.S. in communications, journalism, media studies, English, or a related field is required, and an interest in public policy is preferred.
* 1-2 years of experience in communications or public affairs, preferably at a policy-related organization, academic institution, a nonprofit, or news entity.
* Experience organizing data and working in databases.
* Strong attention to detail and track record in task management.
* Strong writing skills.
* Proficiency with all Microsoft Office applications.

Only those major job duties necessary for proper job evaluation and/or labor market analysis have been included. Other duties may be assigned by the supervisor.