Digital Communications Specialist
Requisition Number: JR06435

Internal UChicago Applicants apply online via Workday
External applicants can apply online here: https://bit.ly/2IP7Lxe

About the Institute of Politics:
Created in 2013 by University of Chicago alumnus David Axelrod (AB’76), the mission of the Institute of Politics (IOP) is to ignite in University of Chicago students a passion for politics, public service and civic engagement and to provide a forum for the debate and discussion of public issues. By bringing practitioners from the public arena to campus, and providing extracurricular opportunities in politics, policy, government and journalism, the non-partisan Institute seeks to open pathways for engagement and leadership to students across campus.

There are four primary programmatic components of the Institute:

- The Speaker Series hosts nationally and internationally recognized speakers on a wide variety of issues related to the mission of the IOP, with more than 1,200 speakers coming to campus from across the political spectrum, a testament to the IOP’s non-partisan commitment to elevating public conversation around important contemporary issues.
- The Fellows Program presents an opportunity for political practitioners, policymakers, journalists, and others engaged in politics, to be in residence at the University of Chicago for an academic quarter.
- The IOP’s Career Development program sponsors 250 annual robust, paid internships for undergraduate and graduate students, placing them in high-level settings overseas, in Washington, D.C. and at the state and local levels.
- The IOP’s Civic Engagement programs help students deepen their understanding of civic literacy, learn the concepts and skills to become democratically engaged, and develop the commitment and efficacy to become lifelong leaders; it does so by offering leadership development programs, experiential opportunities such as workshops and treks, and supporting student led initiatives.

The Digital Communications Specialist plays a crucial role in the Communications Department’s development and implementation of communications and marketing strategies, including public relations, brand management, event publicity, community engagement efforts, and digital/social media management. This position assists in the integration of the communications needs of the Institute’s various initiatives, including its four core programs: the Speaker Series, Fellows Program, Civic Engagement Program, and Career Development Program. The position requires a knowledge of and passion for multi-channel communications and marketing, complemented by a robust interest in politics (local, national and international), and an ability to build relationships across diverse constituencies and communities. This position reports to the Institute’s Communications Director.
Unit-Specific Responsibilities:

- Works with the Communications Director and other Institute leadership in the development and execution of an organization-wide communications and marketing plan
- Plays key role in content, design and management of Institute website
- Manages institute’s social media platforms and develops exciting campaigns and content
- Organizes and produces twice-weekly Institute email newsletters, among other audience outreach
- Supports the development and production of marketing and communications materials for various initiatives
- Assists in media relations and Speaker Series event coverage and staffing
- Supports strategic engagement with students, alumni, partners and community members
- Handles organization of Institute CRM system, including data management and analysis
- Produces and distributes IOP annual reports and surveys
- Assists in building new IOP alumni network, including lead role in alumni engagement

Unit-Specific Competencies:

- Exceptional time management and organizational skills including the ability to meet external and internal deadlines is required
- Knowledge of digital communications best practices including website development, social media, data maintenance, and email marketing
- Excellent communications skills required for the effective delivery of the Institute’s vision, mission and brand
- Knowledge of Adobe Creative Cloud and Microsoft Office, as well as social media and CMS/CRM tools
- Experience in production of marketing and communication materials; website coding and graphic design experience preferred
- Ability to meet tight external and internal deadlines
- Entrepreneurial, creative thinking about how to improve the Institute’s communications and outreach efforts
- Knowledge of and passion for politics and igniting in young people a similar passion
- Proven ability to be a valuable part of a team

Preferred Qualifications:

Education:
- Bachelor’s degree required, preferably in journalism, public relations, marketing, English or related field

Experience:
- Experience in Communications or related field preferred

Required Documents:
- Resume
- Cover Letter
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Staff Job seekers in need of a reasonable accommodation to complete the application process should call 773-702-5800 or submit a request via Applicant Inquiry Form.

The University of Chicago’s Annual Security & Fire Safety Report (Report) provides information about University offices and programs that provide safety support, crime and fire statistics, emergency response and communications plans, and other policies and information. The Report can be accessed online at: http://securityreport.uchicago.edu. Paper copies of the Report are available, upon request, from the University of Chicago Police Department, 850 E. 61st Street, Chicago, IL 60637.