Position: Communications & Marketing Manager
Start Date: November 1, 2023

About the Organization: Heterodox Academy (HxA) is a non-partisan, non-profit organization that advances the principles of open inquiry, viewpoint diversity, and constructive disagreement to improve higher education and academic research.

With a growing membership of nearly 6,000 professors, administrators, and graduate students, HxA helps colleges and universities live up to their highest ideals — and resist the destructive temptations of groupthink and tribalism.

Working for change in higher education, we communicate and engage with faculty, students, administrators, philanthropists, journalists, and the general public; develop research, tools, trainings, and events; and facilitate online and on-campus communities.

Position Summary:

After building a community and advocating for its core values over the last seven years, Heterodox Academy is working to expand its reach and impact — in the public square, to new and existing members, across academic disciplines and debates, and on specific college campuses. As the organization continues this new phase of development, it seeks a Communications & Marketing Manager to help tell HxA's stories across a wide range of media channels.

This role is well suited for an experienced communications and marketing specialist with knowledge of the higher education sector. This role requires versatile abilities across storytelling, writing, and production to bring HxA's mission and members to life. The ability to conceptualize, plan, and execute communications and marketing strategies using modern software, working as a team with colleagues and contractors, is essential. A specific background in video podcasting or digital video journalism is helpful.

This role will report to HxA's Director of Communications and Marketing, with regular in-person work in midtown Manhattan. Candidates who are based in the greater NYC area, or who can travel there weekly, are strongly preferred. Monthly travel to other parts of the United States and Canada may be required.

This position is wide-ranging, flexible, and collaborative. HxA understands that not every candidate will be equally skilled or experienced in every area. If you feel qualified for the role, but your skills and experience are not a 100% fit for every detail below, we encourage you to apply anyway!

Specific Duties:

Multimedia Storytelling
- Collaborate with Directors and President to identify and develop compelling narratives about HxA's mission and impact.
- Plan and execute multimedia content to share stories of HxA members and programs (including writing, photography, audio, and video).
- Travel to campuses to conduct member interviews and convert into compelling marketing content.
**Content Management**
- Manage processes to create blog posts, web content, emails, podcasts, and other owned content.
- Assist with report development and writing.
- Assist with blog editing.
- Assist with podcast production in collaboration with production contractors.
- Support work with communications vendors across social media, graphic design, podcast production, and copy editing.

**Video Podcast Support**
- Work closely with President and communications team to support the success of HxA's new video podcast, including planning, guest booking, and in-studio collaboration with host, guests, and podcast producers.

**Contributor Database**
- In collaboration with colleagues, develop and maintain a contributor database of past, present, and future guests for HxA owned content.
- Keep a pulse on current trends, debates, and issues across higher education to strategically develop and solicit content in relevant topic areas.

**Marketing and Development**
- In collaboration with the Director of Communications and Marketing and the Director of Membership, support membership marketing campaigns that lead to high member conversions.
- In collaboration with the Director of Communications and Marketing and the Development Specialist, support donor communications campaigns that lead to high donation conversions.

Other duties as assigned by Management.

**Required Qualifications:**
- Professional communications experience;
- Flawless written and verbal communication skills, and the ability to tailor writing to varied audiences;
- Keen attention to detail and follow-through;
- Familiarity with academic and public-facing research and communications;
- Familiarity with digital communications tools for email, social media, and video production;
- Prior professional experience in the academic world and/or a non-profit organization is a plus.

**Knowledge, Skills, and Dispositions:** You would be a good fit for our team if the following attributes describe you:
- **Team player.** We are a small team that values collaboration, supporting each other, and engaging with each other. You enjoy being a team player, display a positive and optimistic attitude, are open to constructive and supportive feedback, and demonstrate a commitment to consistently improving both your own performance and that of your team.
- **Tolerance and flexibility.** Whatever your personal background and perspective, but you must be able to respect and advocate for the inclusion of diverse people with diverse perspectives, including people with progressive, conservative, and libertarian politics; with a range of religious and non-religious views; and with values rooted in diverse personal, cultural, racial/ethnic, and national backgrounds.
• **Excellent organizational and process skills,** including the ability to work in shared task management and knowledge management systems. Ability to take direction, receive feedback and constructive criticism, and share constructive feedback with colleagues. Ability to independently organize, plan, prioritize, and carry out responsibilities, establish processes for self and others, and to finish tasks by established deadlines.

• **Excellent interpersonal skills,** including personal integrity, professionalism, empathy, resourcefulness, partnership, tact, proactive communication, willingness to seek and receive feedback, and a commitment to high standards of work quality and maintaining confidentiality.

• **Excellent flexibility and adaptability.** By the very nature of our work and the ever-changing landscape of higher-ed, our team must be able to be flexible and adaptable as the world, and our work, changes.

• **Persistent and creative problem-solver and opportunity-seeker.** The willingness/ability to anticipate problems, seek out information, and show persistence in finding solutions. We are a young organization with incredible potential to create positive change on college campuses. We seek an entrepreneurial colleague who can help us realize our potential.

• **Excellent oral and written communication skills.** Demonstrated ability to write clearly and powerfully; to communicate internally with your colleagues, and the world writ large; to edit and proofread for correct spelling and grammar; and to ensure high-quality, high-impact outputs.

**Reports To:** Director of Communications & Marketing  
**Direct Reports:** None  
**Location:** NYC office preferred. Non-NYC candidates should be able to travel to NYC at least weekly.  
**Position Type:** Regular, full-time, exempt

This full-time, at-will position has a target starting date of November 1. Occasional evening or weekend hours may be needed to support special events, programs, or in unusual circumstances. While HxA offers a flexible work schedule, full-time employees are still expected to work 40 hours per week.

**Salary:** The expected salary range for this position is $65,000 to $95,000, depending on skill and relevant experience.

HxA also provides strong benefits, including:

- Medical, dental, vision, life and disability insurances;
- A significant health insurance contribution for employees and their families;
- A retirement plan with company matching after six months of employment;
- Unlimited paid time off, provided the employee is in good standing;
- A demonstrated commitment to the ongoing training and development of each employee, supporting ongoing professional skills development.

**How to Apply:** To apply for this position, please submit 1) a current resume, 2) a cover letter describing your qualifications for this specific job, and 3) up to three work examples that best demonstrate your skills and abilities for this job to this form. We review all applications, but we regret that we are not able to reply to every applicant.