Position: Director of Communications
Start Date: May 1, 2021

Position Summary:

Heterodox Academy (HxA) has recently celebrated its five-year anniversary as a non-profit organization. As the organization transitions from a start-up to the next phase of its growth, it seeks a nimble and experienced Director of Communications to build on our communications successes thus far. This position is responsible for strategically increasing awareness of HxA while strengthening and maintaining brand and reputation integrity as the go-to thought leader on viewpoint diversity within higher education. The Director of Communications manages the flow of information to the public with established owned channels like HxA's weekly Bulletin, heterodox: the HxA Blog, HxA's podcasts; and is responsible for attracting mission-consistent earned media.

Specific Duties:

- Develop and implement a strategic communications and marketing plan to broaden awareness of HxA and strengthen our brand identity across multiple platforms;
- Create and execute a high-impact, multi-channel communications strategy that educates our diverse audiences, shifts narratives, and grows and mobilizes our supporter base;
- Work with the Leadership Team to refine and cohere our message and overall branding;
- Serve as the point person for all public relations and media related matters including pitching, creating, and disseminating press materials, placing op-eds, managing crisis communications, and organizing interviews and media-related visits;
- Implement outreach and public relations strategies to establish relationships with media members and thought leaders and garner more press coverage;
- Write talking points and prep board members, staff and others who speak on behalf of HxA;
- Periodically update the HxA Messaging Guide, and train staff as needed
- Own the HxA Brand Guide and ensure that Team HxA is implementing visual and stylistic guidelines appropriately;
- Oversee all owned media, including Twitter, Instagram, Facebook, LinkedIn, website, and weekly newsletter, and oversee post scheduling via HootSuite;
- Lead the HxA Communications Team and manage relationships with public relations, website, podcast, and graphic design vendors and consultants;
- Maintain accurate contact information in our Salesforce database for media contacts, outreach, etc.
- Produce and disseminate donor-facing materials in collaboration with the Donor Relations Manager and Executive Director
- Coordinate the publishing and marketing of periodic research reports
- Manage the publication and dissemination of heterodox: the blog
• Manage the production and publication of HxA's podcasts
• Collaborate with team members to develop marketing plan for events, membership drives, annual appeals, and other items as needed

Required Qualifications:
• Master’s Degree or higher required; Ph.D preferred
• At least five years of related professional experience in a communications role; preferably in a leadership position;
• Management experience required;
• Strong writing samples, with significant preference given to those who show published articles or op-eds, in addition to persuasive and marketing pieces;
• Flawless written and verbal communication skills, and the ability to tailor those skills to a variety of different audiences (i.e., academics, donors, general public, etc.);
• Demonstrated experience attracting consistent earned media attention;
• Works well under pressure; ability to prioritize multiple, competing responsibilities, and have exceptional time-management skills;
• Service-oriented and a team player; display positive “can-do” attitude; work collaboratively with members of the communications team and the organization as a whole;
• Keen attention to detail and follow through;
• Ability to exercise good judgement and independent decision making;
• Demonstrated fluency with the Microsoft Office Suite, Google Suite for Business, Salesforce (or similar database), Asana project manager (or similar software); and social media platforms, and experience with Hootsuite preferred
• Demonstrated knowledge of the higher education sector required; Prior professional experience in the academic world and/or a non-profit organization is a plus.

Duties are performed independently and involve planning, attention to detail, initiative, and follow through. Some work may be performed without close review and involves knowledge of the organization, its interests, partners, and goals; the Director of Communications will be expected to exercise independent judgement in making decisions.

This full-time, at-will position starts immediately.

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, support, and engagement. You enjoy being a team player, display a positive, optimistic attitude, have the ability to recognize and celebrate wins of all sizes, are open to constructive, supportive feedback, and demonstrate a commitment to consistently improve both your own performance and that of your team.
● **Political tolerance and flexibility.** We don’t care what your politics are, but you must be able to respect and advocate for the inclusion of diverse people with diverse perspectives, including progressive, conservative, and libertarian ideas and scholars.

● **Awareness of and interest in academic discourse in higher education.** Knowledge of and the ability to both learn and communicate about open inquiry, viewpoint diversity, and constructive disagreement, which are all at the core of HxA’s organizational mission.

● **Excellent organizational and process skills,** including the ability to effectively track the status of ongoing projects and find needed documents and information quickly. 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.** Personal integrity, professionalism, empathy, resourcefulness, partnership, tact, proactive communication, and a commitment to high standards of work quality and maintaining confidentiality.

● **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 edit and proofread; and to ensure high-quality, high-impact work.

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**Reports To:** Executive Director  
**Direct Reports:** Communications Associate, Communications Coordinator  
**Location:** Fully remote; candidates in or near a major media market are preferred; potential for 10% travel  
**Position Type:** Regular, full-time, exempt  
**Salary and Benefits:** $90,000 - $120,000

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;  
● Additional tax-deferred savings opportunities, such as pre-tax deductions and FSAs;  
● 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: Heterodox Academy is working with Hub Recruiting for this hire. To apply for this position, please submit a cover letter, writing sample, and resume to Pierre Bendsen (pbendsen@incxo.com) with the subject line “Heterodox Academy – Director of Communications.”

About the Organization: Heterodox Academy (HxA) is an NYC-based non-partisan, non-profit collaborative of over 4,800 professors, administrators, and students committed to enhancing the quality and impact of research — and improving education — by promoting open inquiry, viewpoint diversity, and constructive disagreement in institutions of higher learning.

We aspire to create college classrooms and campuses that welcome diverse people with diverse viewpoints and that equip learners with the habits of heart and mind to engage that diversity in open inquiry and constructive disagreement. We see an academy eager to welcome professors, students, and speakers who approach problems and questions from different points of view, explicitly valuing the role such diversity plays in advancing the pursuit of knowledge, discovery, growth and innovation.

We work to increase public awareness to elevate the importance of these issues on campus; develop tools that professors, administrators, and others can deploy to assess and then improve their campus and disciplinary cultures; celebrate institutions that make progress on these matters; and cultivate communities of practice among teachers, researchers, and administrators.