



**Position Title:** Director of Communications and Marketing

**Start Date:** October 1, 2022

**About the Organization:** Heterodox Academy (HxA) is a non-partisan, non-profit organization that promotes the values of open inquiry, viewpoint diversity, and constructive disagreement in institutions of higher learning.

With a growing membership of more than 5,000 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.

We communicate about our values to diverse audiences including 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 six years, Heterodox Academy is poised to expand its reach and visibility — in the public square, to new and existing members, and on specific college campuses. As the organization enters a new phase of development, it seeks a nimble and experienced Director of Communications and Marketing to grow its channels of thought leadership (including our academic blog, website, podcast, emails, and social media); accelerate its growth in membership; shepherd its brand and reputational integrity; and expand awareness among target audiences.

This fully remote role is well suited for a versatile communications professional with the ability to plan and execute communications and marketing strategies using modern software, in cooperation with writers, digital creatives, virtual assistants, and/or consultants.

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 include:**

**Leadership and Management**

- Work with the President, the Executive Director, and colleagues to refine our message, brand, and voice;
- Manage relationships with public relations, website, podcast, and graphic design vendors and consultants;
- Maintain and implement the HxA Messaging Guide and HxA Brand Guide;
- Develop and implement the Communications & Marketing portion of HxA's strategic annual plan.

**Communications**

- Own and implement all regular communications channels, including social media channels, website, and email marketing;
- Advise and implement new creative projects, such as re-launch of HxA podcasts and website redesign, in collaboration with colleagues and consultants;
- Produce and edit written content (including emails, articles, and ad copy) to ensure a clear, smart, and consistent style that is appropriate for HxA's public and academic audiences;



- Execute graphic design tasks for social media and update existing templates using Adobe Creative Suite and/or Canva.
- Coordinate design, publication, and dissemination of periodic research reports;
- Manage the publication and dissemination of heterodox: the blog.

### Marketing

- Market HxA's outputs, including events, conferences, research, and content, to a wide audience;
- Working with the Director of Membership, develop new approaches, and small experiments, to help HxA reach and convert membership prospects;
- Advise and assist the Development team in communications with donors and prospects, including appeals, acknowledgements, and event materials.

### Public and Media Relations

- Working with a PR consultant, establish a strategy to build awareness of HxA and its messages through op-eds and press coverage;
- Serve as the point person for all public relations and media related matters, including placed articles, media interviews, and crisis communications;
- Create talking points, and prepare leadership and staff who speak on behalf of HxA.

Other duties as assigned by Management.

### Required Qualifications:

- Bachelor's Degree or higher;
- At least five years of related professional experience in a communications role;
- Flawless written and verbal communication skills, and the ability to tailor writing to varied audiences;
- Keen attention to detail and follow-through;
- Demonstrated fluency with social media platforms; the Microsoft Office Suite, Google Suite for Business, Salesforce database (or similar), Asana project manager (or similar); Adobe Creative Suite (or similar software); and Pardot email marketing (or similar).
- Demonstrated knowledge of the higher education sector required; 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, have the ability to recognize and celebrate wins of all sizes, are open to constructive and supportive feedback, and demonstrate a commitment to consistently improving 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.
- **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 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:** Executive Director

**Direct Reports:** Communications Associate

**Location:** fully remote; candidates in or near a major media market are preferred; potential for 10% travel

**Position Type:** Regular, full-time, exempt

This full-time, at-will position has a target starting date of October 1, 2022. HxA benefits from a geographically diverse staff working across different time zones. HxA employees should be available (depending on time zone location, as applicable) between 11am-4pm Eastern Time during the regular work week (Monday-Friday). Employees should also be available for standing meetings that may fall outside of these hours. Aside from being available during the main hours listed above and for standing meetings, HxA staff may work any other hours that are appropriate for the professional norms of their job duties, and convenient for their personal needs.

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 and Benefits:** Salary starts at \$100,000.

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.

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To apply for this position, please submit a cover letter and resume to [Jobs@heterodoxacademy.org](mailto:Jobs@heterodoxacademy.org).