

Associate Director, Media Relations - University
Communications and Marketing
Tufts University

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Posted Feb. 14, 2025, set to expire Dec. 31, 2025

Job Title	Associate Director, Media Relations - University Communications and Marketing
Department	
Institution	Tufts University Medford, Massachusetts
Date Posted	Feb. 14, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
Job Website	https://jobs.tufts.edu/jobs/21408?lang=en-us&iis=Job+Board&iisn=AcademicKeys

Apply By Email

Job Description

Overview

The Office of University Communications and Marketing (UCM) has overall responsibility for marketing and brand management, media relations and content producing various print and web publications and communications for the university. The office optimizes the coordination of strategies and programs for these areas. The Marketing and Branding group reports up to the VP of Communications and Marketing and produces a wide range of print and digital marketing – from event invitations to integrated marketing campaigns – across all schools and university-wide campaigns. The group comprises Marketing Strategy, Creative Services, and Digital Services and oversees the university’s marketing strategy, brand messaging, visual identity, and directs marketing and lead-generation campaigns to support awareness, enrollment, and fundraising efforts.

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What You'll Do

The Associate Director, Media Relations reports to the Senior Deputy Director of Media Relations and is part of a central administration team supporting the schools, institutes, centers, academic and administrative functions at the University. This position focuses primarily on science, medicine, dental medicine, veterinary medicine, nutrition, engineering and research communications. “Pitches” stories to reporters, editors, producers and columnists, including top-tier national and international media, regional media and trade publications. Evaluates and responds to media requests and writes and edits press releases about science research. The Associate Director also can be called upon to provide advice to the deans, senior administrators and faculty. Collaborates with Media Relations team members and with other departments within Communications and Marketing, and other University groups.

Essential Functions:

- Writes and pitches a variety of content, including press releases and news stories, that are primarily science, medicine, dental medicine, veterinary medicine, nutrition, and engineering-related research studies, programmatic initiatives, gifts, and events, to reporters, editors, producers and columnists at local, regional, science, medicine, dental medicine, veterinary medicine, nutrition, and engineering media, and “top tier” national and international media. Cultivates working relationships with members of the news media.
- Develops and maintains knowledge of research, programs, and expertise of key faculty and administrators to identify and maximize proactive and responsive media opportunities.
- Contributes to multimedia efforts and/or leads some multimedia projects.
- Evaluates and responds to media requests; prepares faculty and administration for interviews; escorts news media as appropriate; prepares for and attends events to which media are invited.
- Counsels faculty, deans and others on media and messaging strategies.
- Assists with monitoring, analyzing and summarizing news media coverage; prepares reports for leaders and administrators; participates in development of processes that support a well-organized and efficient Media Relations team.
- Collaborates with school communications staff and/or third parties on various initiatives; contributes to all-University Media Relations strategies and University-wide initiatives.
- Ensures that University policies on name use and media access are followed.

What We're Looking For

Basic Requirements:

Knowledge and experience typically acquired by:

- Bachelor’s degree and at least eight years of writing, editing and verbal skills and comfort with scientific, technical or other complex subject matter are required, along with excellent judgment, analytical ability, solid news sense, and the ability to work effectively with a wide range of departments and individuals.
- Strong public relations, media relations or communications experience in academia, science, research or other non-profit sectors.

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- Experience with public relations strategic planning and implementation; some issues/crisis management experience preferred.
- The selected individual must possess the proven ability to be a self-starter tackling a variety of public relations challenges.
- Must have demonstrated success in securing positive media coverage of institutional programs and research at an academic setting or comparable organization.
- Basic computer skills, including Microsoft Office, and familiarity with digital and social media tools necessary.

Preferred Qualifications:

- Experience in multimedia.
- Familiarity with general academic and scientific research practices (various types of research, peer review, publication, etc.).
- Experience in print, broadcast, or online journalism and social media.
- Experience with Cision, EurekaAlert, Photoshop and similar tools.

Pay Range

Minimum \$85,650.00, Midpoint \$107,150.00, Maximum \$128,600.00

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact