Communications Coordinator  
JOB OPENING ID 334995

JOB DESCRIPTION
The Institute for Social Research and Data Innovation (ISRDI) is a University-wide research institute that provides a vibrant and highly collaborative interdisciplinary research environment for four interrelated research centers. The Minnesota Population Center (MPC) and the Life Course Center (LCC) serve interdisciplinary audiences of more than 150 faculty members, graduate students, and research scientists from 26 academic units across ten colleges at the University of Minnesota. The Minnesota Research Data Center (MnRDC) provides access to non-public versions of federal data as part of the Federal Statistical Research Data Center system. IPUMS is a leading developer and disseminator of demographic data, serving a broader audience of more than 100,000 researchers worldwide.

This Communications Coordinator reports to the Research Development Director and works closely with rest of the research development team, who are responsible for programs to support research development, engagement with center members, and training. You will also work regularly with the Associate Director, center directors and IPUMS dissemination team. You will have regular contact with University faculty and staff and outside constituencies, including professional media, and will be expected to develop and maintain a strong collaborative network with other University institutes and the Office of the Vice President for Research.

RESPONSIBILITIES
The Communications Coordinator supports ISRDI and its centers by coordinating the creation and dissemination of digital and print material for a wide variety of audiences, including IPUMS data users, center members, and the broader University community. Additionally, you will consult with directors of each center to develop appropriate communication plans and strategies for their unique audiences and goals.

For ISRDI, MPC, LCC and MnRDC, you will work with center directors and the research development team on the following:

- **Electronic newsletters**: Coordinate production, contribute to the writing and editing of content, and manage dissemination.
- **Websites**: Make content updates, initiate and coordinate periodic content review, and manage design refresh as needed. Work with ISRDI IT team for new tools and other web technology issues.
- **Social media**: Develop and execute comprehensive social media strategies.
- **Communication strategy**: Regularly review communication strategy for each center—monitoring activity and collecting data as necessary—to suggest updates and changes to communication plans.
- **Print material**: Design brochures and other print material, manage updates to existing brochures, and oversee
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- Event communication support: Design and produce event flyers and posters and send regular emails to publicize center activities.
- Internal ISRDI communication: Coordinate monthly newsletter and internal website for ISRDI staff.

For IPUMS, you will work with Associate Director, IPUMS dissemination team, and IPUMS project managers on the following:

- User engagement: Develop and execute a comprehensive social media strategy for IPUMS. Coordinate content for, prepare, and send user emails announcing data releases, news and events. Coordinate webinars with dissemination team, maintain schedule, monitor usage, and maintain IPUMS best practice guidelines.
- Website: Maintain, review and create content for IPUMS homepage (http://ipums.org), including coordinating and contributing to Use It for Good Blog. In collaboration with dissemination team, develop and maintain guidelines for consistent look, feel, and voice across project specific websites (maintained by individual IPUMS projects, e.g., https://usa.ipums.org and https://www.nhgis.org/).
- Communication strategy: Regularly review existing communication plans to reach worldwide IPUMS users and work with IPUMS team on new strategies to market our forthcoming institutional membership.
- Print material: Maintain IPUMS brochures and other print materials, working with project staff and IPUMS dissemination team to update as necessary.
- Exhibit and promotional items: Maintain IPUMS exhibit infrastructure. Purchase and design exhibit materials, such as roller banners and posters and IPUMS swag used at conference exhibits and for other promotional opportunities.

You will serve as communications point person for the Institute, responding to media inquiries, writing press releases, media pitches, and other content. You will establish and track metrics and monitor communication goals. You will also serve as an in-house consultant for staff, faculty, and graduate students on research posters and other research-related materials. **Annual salary range: $53,000 - $65,000, commensurate with experience.**

**QUALIFICATIONS**

**Required:**
Bachelor’s degree. Four years of professional work experience. Experience developing or managing social media communications and strategy. Experience successfully managing projects while working with multiple stakeholders and team members (i.e., taking project from conception to completion in a collaborative environment while managing deadlines). Excellent organizational and interpersonal skills. Experience writing and editing for websites, blogs, and/or newsletters (print or electronic). Experience designing processes and procedures for efficient task management and coordination. Experience with website content management software. Familiarity with and understanding of basic principles of graphic design.

**Preferred:**
Experience with using metrics to evaluate communication strategies. Experience with large, complex organizations, particularly higher education institutions. Experience with Drupal for content management. Experience managing vendor relationships. Familiarity with Adobe desktop publishing software, especially InDesign.

**APPLICATION PROCEDURE**

Please apply using the University of Minnesota’s online employment system humanresources.umn.edu/jobs and search job opening ID 334995 or go directly to https://hr.myu.umn.edu/jobs/ext/334995. Application requirements include a resume, and a cover letter describing your interest and qualifications in the position. Questions concerning the application process may be addressed to Mia Riza, HR & Operations Manager, at isrdi-jobs@umn.edu.

Any offer of employment is contingent upon the successful completion of a background check. Our presumption is that prospective employees are eligible to work here. Criminal convictions do not automatically disqualify finalists from employment.

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