

# DIRECTOR – STRATEGIC COMMUNICATIONS

## OVERVIEW

The American Dream – the aspiration that all children should have opportunities to climb the economic ladder – is at risk. In the 1950s, more than 90% of American children grew up to earn more than their parents did. Today, only 50% of children do so.

The mission of the [Equality of Opportunity Project](#) (EOP) -- a joint initiative of faculty at Stanford, Harvard, and Brown universities -- is to revive the American dream. We seek to develop scalable policy solutions that will empower families to rise out of poverty and achieve better life outcomes. We do this by harnessing the power of big data through high quality research to learn from areas where the American Dream is still thriving. We study economic mobility through lenses such as education, neighborhood environments, and health to understand the drivers of economic opportunity in the country and give local policy-makers customized data and insights to help them craft effective policy solutions. (You can hear an overview of our work on this [Freakonomics podcast](#).)

The project's work to date has shaped policy discussions at the national and local level, with nearly a dozen of its studies covered on the front pages of major media outlets, such as the [New York Times](#) and [Wall Street Journal](#) and cited in congressional testimony and the President's State of the Union addresses. This work has led to direct impacts on a broad range of decisions by local policy makers, ranging from school districts to housing authorities.

Our team, led by MacArthur "genius" award winner [Raj Chetty](#), [John Friedman](#), and [Nathan Hendren](#), consists of leaders from academia, policy, and management, supported by a staff of approximately 40 members who share a passion to revive the American Dream. We are now seeking a Strategic Communications Director who will coordinate EOP's overall communications strategy. Reporting to the Executive Director, s/he will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate EOP's research findings and mission

## RESPONSIBILITIES

### MEDIA STRATEGY

- Develop and refine EOP's "core" messages and themes from each research release
- Create and implement plans to leverage significant media opportunities in support of EOP's mission
- Conduct regular assessments of ongoing work to identify media opportunities. Monitor breaking news and position scholars to comment.
- Serve as executive editor for the organization's website and social media
- Serve as the main ES point-of-contact for reporters; Oversee the tracking and analysis of media citations and contacts

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## WRITING SUPPORT

- Work alongside the Assistant Director of Research to create and publish non-technical reports of our research findings
- Support major presentation preparation by helping apply EOP style guide
- Work alongside Director of Grants and Finance to help prepare reports to funders

## REQUIREMENTS

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### BACKGROUND/EXPERIENCE

7 years of communications experience, ideally in an “in-house” leadership role within a nonprofit or research entity, and covering areas such as website content, non-technical reports, and donor communications.

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### SPECIFIC JOB SKILLS

- Ability to take research and transform it into useful messages, and disseminate it to the right audiences through the best distribution channels
- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Can package digital content in a user-friendly way that meets best practices
- Is a strong writer capable of translating dense content into engaging content fit for consumption by multiple audiences

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### COMPETENCIES

- Confidence and enthusiasm
- Results oriented
- Able to work independently; entrepreneurial
- Enjoys creating and implementing new initiatives
- Has good judgement about which media inquiries to politely decline on behalf of EOP leadership

## REPORTING LINES

- Reports to Executive Director
- Direct reports: 1

## LOCATION

- Cambridge, MA; Palo Alto, CA or Providence, RI

## HOW TO APPLY

Please submit a cover letter and resume to [ellen\\_viruleg@brown.edu](mailto:ellen_viruleg@brown.edu)