

DIRECTOR OF COMMUNICATIONS

Position Announcement

The Buffett Early Childhood Institute at the University of Nebraska is seeking applications from qualified individuals for the position of Director of Communications. This position reports to the Associate Executive Director for Strategy and External Affairs and is responsible for leading communications strategy and programming at the Buffett Institute.

Buffett Early Childhood Institute Profile

Envisioned as a new model for how public higher education is engaged in the first years of life, the Buffett Early Childhood Institute is a four-campus, university-wide, multidisciplinary research, education, outreach, and policy institute of the University of Nebraska committed to helping transform early childhood development and education in Nebraska and across the nation. The long-term goal of the Institute is to be a leading center where scholars, practitioners, community members, and policymakers collaborate to advance a unified approach that can improve the lives of young children and families and the systems that support them.

Applicants should note that the goals of the Institute are both university- and state-wide, but the Institute's administrative home is at the University of Nebraska at Omaha. This position will work primarily out of the Omaha office but may have additional university-wide responsibilities.

Job Responsibilities

- Serve as the Institute's chief communications officer and lead communications and marketing strategy, programming, and development for the Institute as a whole.
- Lead brand development and alignment at the Institute, ensuring that all communications reflect the Institute's brand, mission, and vision.
- Direct and oversee the implementation of strategic communications plans that build the Institute's external profile and increase understanding and support for early childhood education and development.
- Direct crisis communications plans and work as required at the Institute and the university.
- Work collaboratively with the Associate Executive Director for Strategy and External Affairs and other staff to support the Nebraska Early Childhood Campaign and other public outreach efforts with external partners and stakeholders.
- Direct editorial strategy and content for Institute communication channels and advise colleagues and subject matter experts at the Institute on development of publications and reports.
- Direct national media outreach and all media and public relations.
- Work with Institute directors to conceptualize and create special events, conferences, and other forms of outreach that engage and motivate audiences to support high-quality early childhood programs and services, serving as the ultimate authority in ensuring that all events are executed at a high standard

and achieve their intended aims.

- Interface with administrators, faculty, and staff across the University of Nebraska system and work with the Office of the President to strengthen internal understanding of the Institute and identify opportunities for collaboration.
- Direct digital strategies and content development across all communications platforms to help achieve Institute goals.
- Use communications and market research as well as quantitative metrics to inform and shape communications and marketing strategy.
- Direct development of unit's annual budget and establish systems and oversight to ensure funds are used effectively and efficiently. Forecast and prepare funding proposals for initiatives and projects.
- Hire external contractors/vendors and consultants as needed to partner with the Institute to achieve communications goals.
- Supervise Institute communications staff.
- Identify need for ongoing communications staff development and support those needs through training and professional development.
- Other responsibilities as assigned by the Associate Executive Director for Strategy and External Affairs.

Required Qualifications

- Bachelor's degree
- Eight years of senior-level experience and demonstrated success directing strategic communications, public relations, and/or marketing programs for an organization that includes:
 - vendor management and the ability to secure state and national media coverage
 - expertise in communications and marketing strategy and metrics
 - creative and strategic application of digital and social media technologies
 - excellent verbal and written communication skills with attention to detail
 - management and supervisory skills

Preferred Qualifications

- Educational course work in journalism, public relations, marketing, and other related areas
- Master's degree
- Experience working in higher education or public sector

Equivalent education and experience from which comparable knowledge and abilities can be acquired may be considered.

The ideal candidate will demonstrate excellent leadership, independent judgment and decision-making skills; an aptitude for advocacy in strategic communication and outreach strategies supporting policy aims; intellectual achievement; the ability to facilitate collaboration and teamwork; creative and analytical problem solving; the ability to work independently as well as part of a team; a keen ability to summarize and explain organizational initiatives to foster relationships with the university's stakeholders; a track record of timely completion of projects with strict deadlines; the ability to responsibly manage competing priorities; a commitment to the ideals of an early childhood education and programs.

How to Apply

Application review begins on Jan. 10, 2022, and continues until the position is filled. Applications will be processed through the online job posting at <https://careers.nebraska.edu>. Follow instructions to complete

the standard application. Along with the application, attach a cover letter, resume, and contact information for three professional references.

Direct questions about the position to: humanresources@nebraska.edu. Direct questions about the online application process to: (402) 472-3701.

The University of Nebraska is an Affirmative Action/Equal Opportunity Employer and participates in E-Verify. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, disability, gender identity, sexual orientation or protected veteran status.