Communications Consultant for Education Next

Education Next, a journal of opinion and research that focuses on K-12 education policy, is looking to hire a communications consultant to start June 1.

On a quarterly basis, Education Next (EdNext) publishes a collection of feature and research articles in an 88-page journal. Prior to the print publication of each issue, articles are released on the journal’s website www.educationnext.org.

This position will be filled on a contract basis, with financial arrangements to be negotiated. Candidates located in the Boston area will be given preference. The communications consultant will work under the direction of the managing editor for external relations and managing editor for editorial and production.

Responsibilities

• Lead promotion for articles appearing in EdNext:
  o Draft and edit press releases and media alerts (on average, seven total per issue)
  o Solicit and incorporate feedback on press releases from authors and editorial team
  o In collaboration with the editorial team, determine release dates for all articles and assist in coordinating and keeping to release schedule
  o Distribute press releases to media outlets and other key organizations
  o Promote each piece widely, contacting reporters, outlets, and organizations that might be interested in a particular topic via phone and personal email
  o Serve as liaison between the media and authors, and be available to the press and interested parties to answer questions and provide additional information
  o Create and maintain relationships with those in the print and electronic media who specialize in topics related to the content of EdNext
  o Create and maintain database of those in the print and electronic media who are likely to have an interest in the content of EdNext

• Monitor coverage and provide a quarterly report summarizing media attention from newspapers, TV, radio, Internet, and new media. Quarterly report provides a numerical count of the number of print and electronic media hits as well as a list of all specific hits.

• Maintain a strong and multifaceted social media presence, issuing regular outgoing communications using a variety of social media platforms including Twitter, Facebook, Google+, YouTube, and Pinterest.

• Collect and report social media analytics and make recommendations to enhance impact.

• Maintain records of press coverage, social media presence, and policy impact, providing relevant information as requested for use in EdNext reports.

• Live tweet certain events to enhance engagement with audience.

• Travel to conferences to represent EdNext and promote the journal’s research and brand.

Skills

• Two or more years of communications experience
• Two or more years of professional social media experience
• Experience working in education policy
• Passion for education reform
• Strong networking skills
• Willingness to travel
• MS Office, Email CMS, Hootsuite, Facebook, Google+ Pinterest, Mail Merge

Interested candidates should send a cover letter and resume to amanda_olberg@hks.harvard.edu