Communications & Outreach Manager

The George Washington University Regulatory Studies Center

The GW Regulatory Studies Center’s mission is to improve regulatory policy through research, education, and outreach. In collaboration with a network of scholars, we provide objective, high quality yet accessible academic research and programs on regulatory policy, analysis and process.

Role

The Communications & Outreach Manager will be responsible for communicating the Center’s research to interested audiences, organizing and executing events, initiating strategic outreach to key audiences, and managing relationships with the Center’s network of scholars and practitioners.

Under the direction of the Center’s director, the Manager’s duties will include managing communications projects through a multi-faceted process, including identifying outlets to publicize the Center’s research and events, promoting and communicating the Center’s work through social media, writing flawless summaries of nuanced regulatory research, performing relevant outreach activities to spread the reach of the Center’s research projects, and managing seasonal interns and/or graduate students in communications roles. The Manager will grow the reach of the Center’s research and programs, cultivate a network of interested supporters, exercise judgment on outreach strategies, and effectively communicate the purposes of, and insights from, the Center’s research.

Primary Responsibilities

• Succinctly and accurately communicates regulatory policy ideas and the Regulatory Studies Center’s research and activities through social media, online mailings, and the Center’s website:
  
  o Composes, edits, and formats flawless communications related to written products (policy commentaries, working papers, articles, and public interest comments submitted to federal regulatory agencies), as well as events and activities of the Center and its scholars. This includes summaries for research promotion, social media, and web mailings reaching the Center’s 1,500+ subscribers.
  
  o Maintains databases and lists of subscribers for outreach functions and tailors communications to the specific needs of different lists. Specifically, develops lists of subscribing reporters, news outlets, policymakers and opinion leaders to promote the Center’s research and scholars.
Strategically manages the Center’s online presence by updating and monitoring the Center’s website, Twitter, and Facebook page. Curates online content using an accessible academic tone and concise word choice.

- Develops and continues strong relationships with the Center’s supporters and network of scholars and initiates contact with and support from new audiences (such as academic centers, think tanks, and Hill staff). Expands the reach of the Regulatory Studies Center by identifying relevant audiences, initiating contact, and sharing relevant research and event information.

- Supervises, and promotes both private and public events sponsored by the Regulatory Studies Center (approximately 10/year), working with the Operations Manager to coordinate event logistics.

- Serves as a communications adviser to scholars and provides them with feedback on written policy work, including working papers, commentaries, articles, and op-eds, to enhance readability and relevance.

- Monitors the news cycle and strategically plans the release and timing of new research pieces and events based on important dates. Uses developments in Congress, the executive branch, and in the news as hooks to promote existing Regulatory Studies Center research and events, and provides recommendations to scholars on how best to reach their intended audiences.

**Experience**

- Bachelor’s degree in communications, journalism, public affairs, or related field
- At least 4 years of experience in communications or outreach (can be combined with relevant graduate education). Some events and non-profit experience preferred.

**Necessary Skills**

- Demonstrated ability to take an idea, develop it, and see it to completion
- Ability to bring structure to occasionally ambiguous or unprecedented tasks
- Demonstrated skill in writing and editing with the ability to convey complex information in clear, compelling ways
- Familiarity with economic concepts and a desire to learn
- Experience editing websites and managing web mailings (training provided)
- Demonstrated interest in the mission of the Regulatory Studies Center
- High attention to detail
- Responsiveness to feedback

To apply, please visit [https://www.gwu.jobs/postings/47869](https://www.gwu.jobs/postings/47869) or contact Sofie Miller at sofiemiller@gwu.edu for more information.