Title: Associate Director, Feinberg Cardiovascular and Renal Research Institute (FCVRRI)

Job Summary:
The Feinberg Cardiovascular and Renal Research Institute (FCVRRI) is one of Northwestern University’s premier translational research institutes and home to 3 centers: the O’Brien Kidney Center, the Developmental Vascular Biology and Molecular Cardiology Centers. The highly collaborative and transdisciplinary investigative teams are focused on translating high impact biomedical innovations to improve health.

The Associate Director will oversee ongoing Institute-wide and Center-wide initiatives, provide direction and thought leadership to develop new initiatives that meet the mission/objective of Institute and its Centers, and promote the groundbreaking scientific discoveries and internationally renowned expertise of the Institute’s faculty and staff.

The Institute seeks an accomplished professional with experience in working in an academic medical center and with a demonstrated record of success in management of multiple projects, including those funded by NIH, supervision of staff and development of strategic communication campaigns using multiple communication modalities. We are looking for a highly motivated and creative individual who can oversee multiple projects at different stages of progress, collaborate with staff and faculty, and promote the work and activities of the Institute to diverse audiences.

Reporting to the Institute’s Director and serving as an integral member of the senior management team, this position will be responsible for oversees day-to-day operations of Institute/Centers; creating, implementing, monitoring, & updating project plans; facilitating meetings with appropriate parties; tracking tasks/deliverables to ensure timelines, milestones &/or goals are attained; monitoring & reporting progress as appropriate; & bringing greater visibility to the Institute, its NIH-affiliated O’Brien Kidney Center, 2 affiliated university research centers and core facilities. The incumbent will have primary responsibility for building a brand identity around the FCVRRI in cooperation with the FCVRRI director, program leadership and other faculty and staff. This responsibility is critical to enhancing our ability to attract and maintain philanthropic and industry partnerships, enhance local and regional program development, build engagement, elevate the reputation of our scientists, enhance personnel recruiting and retention, inspire donations, and increase funding support by national agencies and foundations.

Working Conditions: This position will require occasional after hours work and travel.

Specific Responsibilities:

- Identify challenges and emerging issues faced by the Institute;
- Define timeframes, key activities/ deliverables and budget, as well as outcomes and metrics that will be used to measure results.
- Oversee day-to-day operations of the Institute/Centers;
- Create, implement, monitor, & update project plans;
- Facilitate meetings with appropriate parties;
- Track tasks/deliverables to ensure timelines, milestones &/or goals are attained;
- Monitor & report progress as appropriate;
- Assist with preparation of the NIH application for the O’Brien Kidney Center;
- Assist with preparation of the progress reports for the O’Brien Kidney Center;
- Lead FCVRRI and Center Communications Strategy and Vision
- Design and implement an integrated strategic communications plan to advance FCVRRI’s brand identity;
- Broaden awareness of FCVRRI and the O’Brien Kidney Center’s programs and priorities;
- Increase the visibility of FCVRRI programs and accomplishments across key stakeholder audiences;
- Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them;
- Identify resources from other administrative units as necessary;
- Provide strategic communication counsel and support to senior leaders including, but not limited to FCVRRI and center directors.
- Work in partnership with leaders to ensure communications achieve desired outcomes.
- Establish an authentic and sustainable brand for FCVRRI and engage members of internal and external communities to help bring the brand to life;
- Build out local and regional community relations programs in order to further elevate brand and FCVRRI awareness;
- Develop messages, content and materials to support overall communications strategy, as well as key Institute and affiliated centers’ projects and programs.
- Tailor messages and select channels for use across audiences and to promote message consistency.
- Connect the mission, goals, priorities, products, programs courses and accomplishments of FCVRRI to the Northwestern University brand as well as both internal and external audiences using various methods of print and/or electronic media.
- Manage related budgets.
- Implement and Oversee Communications Operations to Achieve Strategic Objectives
  - Manage the creation, production and distribution of FCVRRI marketing/ communications collateral for FCVRRI and its Centers and programs (web/landing pages, social media sites, direct mail, email, annual reports, and other distribution channels) from planning and budgeting through design and printing to public release.
  - Manage relationships with associated vendors.
  - Work in collaboration with the University’s Global Marketing office to assure alignment and compliance with university standards.
  - Measure impact of digital marketing via surveys and Google Analytics.
  - Oversee and ensure the integration of the brand promise, vision, and position into all forms of marketing and communications.
  - Oversee strategic planning, execution and maintenance of effective communication efforts with units to reinforce and enhance brand awareness.
  - Actively engage, cultivate, and manage internal and external press relationships to ensure coverage surrounding FCVRRI programs, special events, public announcements, and other projects.
  - Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the Institute.
  - Prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
• Partner with NU Global Marketing to increase penetrance of relevant news articles in local and national media outlets.

• Identify and execute community building communications for FCVRRI faculty, staff, and students;

• Represent FCVRRI communications areas on relevant university-wide committees.

• Develop targeted communications and outreach for external stakeholders, including foundations, corporate partners, and key federal agencies.

• Collaborate with the FCVRRI program coordinators and other staff regarding special events and VIP tours to provide high quality experiences for visitors.

• Work with staff to develop content for public displays representing FCVRRI at external events.

• Provide vision and direction to staff regarding communications and outreach.

• Miscellaneous

• Performs other duties as assigned.

Minimum Qualifications:

• Successful completion of a Master’s degree in a relevant field.

• Minimum 3 years’ experience in project management

• Experience in a communications management role

• Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance an organization’s mission and goals.

• Demonstrated experience in communicating with a variety of audiences, e.g., faculty, staff, students, alumni, public.

• Experience collaborating with cross-functional team members to ensure information is shared, projects are completed on time, and goals are reached.

Minimum Competencies:

• Skill in evaluating newsworthiness, messages, target audiences and dissemination strategies.

• Ability to present ideas clearly and concisely and create enthusiasm among stakeholders.

• Extensive successful writing and editing experience with a variety of print and online communications media.

• Creative and thoughtful approaches on utilization of new media technologies.

• A minimum of 3 years’ experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories
• Innovative thinker, with a track record for translating strategic thinking into action plans and output
• Ability to influence and engage indirect reports and peers
• Strong collaboration skills that will enable the candidate to work in consultation with the FCVRRI Executive Advisory Board and FCVRRI administrative team on marketing and branding efforts.
• Self-reliant, good problem solver, results oriented
• Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with: senior management; FCVRRI faculty, students and staff; FCVRRI’s Executive Advisory Board, and the offices for Alumni Relations & Development, Global Marketing, Foundation Relations, and Corporate Relations.

Preferred Qualifications:
• Experience in an integrated communications role.
• Work experience within a field of science or medicine with a strong communications background.
• Demonstrated experience in dealing with the media.
• Strong attention to deadlines and budgetary guidelines
• Experience developing in-house platforms for internal processes
• Experience interpreting complex scientific research results for diverse audiences of varying levels of scientific understanding.

Preferred Competencies:
• Knowledge of best practices in message development, storytelling, media relations, graphic design, video, websites, social media, print publications, event planning and use of market research.
• Video production/editing and graphic design skills, including familiarity with Adobe Creative Cloud software.
• Effective communication skills, both up and down the management chain.
• Experience managing, maintaining, and updating a public-facing website.
• Experience with market research and data analysis.
• Adherence to journalistic standards for fact-finding, research, verification, and style.
• Experience authoring and executing advertising and outreach campaigns using a variety of platforms such as Facebook, Twitter, LinkedIn, and YouTube.
• Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.
• Ability to customize communications to audiences having different levels of comprehension, professional audiences or points of view.
Interested applicants should submit a cover letter and resume via email to fcyrri@northwestern.edu.