

Northwestern University Atomic and Nanoscale Characterization Experimental (NUANCE) Center, as lead of the National Science Foundation (NSF)-supported Soft Hybrid Nanotechnology Experimental (SHyNE) Resource, provides administrative and outreach support to seven affiliated open-access research facilities. Under the direction of the NUAGE business manager, the Outreach Coordinator supervises part-time employees in support of NUAGE/SHyNE outreach initiatives; develops and maintains NUAGE and SHyNE websites, social media, and print material to promote NUAGE/SHyNE resources to local, regional and national audiences of varying science backgrounds; organizes frequent (often weekly or more) outreach events, including user meetings, facilities tours, open houses, symposia, workshops, conferences; maintains productive working relationships with the NUAGE and SHyNE research staff, Office for Research, University Relations, and various affiliated departments in support of Northwestern's research mission. Principal Accountabilities:

Outreach

- Works with senior administrative and research staff to develop marketing and branding strategy in support of Northwestern and NSF research, education and outreach mission.
- Utilizes industry-standard marketing resources, including listserv and customer database tools, to promote NUAGE/SHyNE resources to regional and national researchers from commercial, governmental, academic and other not-for-profit organizations.
- Administers NUAGE/SHyNE educational outreach programs (summer REU, Nano-Journalism) in coordination with relevant partner organizations.
- Supervises part-time staff to successfully implement outreach activities.

Communications

- Facilitates design, creation and maintenance of NUAGE and SHyNE websites, ensuring ease and practicality of use for targeted audience and objectives.
- Works with technical and administrative staff to organize web content and social media to promote and encourage use of websites.
- Creates and maintains NUAGE/SHyNE promotional materials including newsletters, brochures, posters, press releases, introductory videos, social media posts and annual reports.
- Works with Northwestern and regional public relations agents to place articles relating to NUAGE/SHyNE mission in print and digital publications.
- Supervises part-time staff to successfully implement communications activities.

Events Planning

- Maintains and distributes calendar for NUAGE/SHyNE outreach events in relation to various university calendars to minimize conflict and ensure maximum participation for relevant audience.
- Creates NUAGE/SHyNE branded event promotional templates in print and digital media; works with technical staff, vendors to complete templates and disseminate.
- Coordinates room reservation, catering, online participant registration and other logistics for outreach events.
- Develops and implements event survey/evaluation process in relation to NUAGE/SHyNE strategic outreach plan.
- Supervises part-time staff to successfully implement event-related activities.

General support

- Maintains academic journal publication database for NUAGE/SHyNE facilities.
- Answers email and phone inquiries; addresses inquiry within context of NUAGE/SHyNE mission and/or directs to appropriate research or administrative staff.
- Performs other duties as assigned.

Minimum Qualifications: (Education and experience)

- Bachelor's degree in Communications, Marketing, Public Relations, Graphic Design, Digital Media, Web Design (or similar), or the equivalent combination of education, training and experience from which comparable skills can be acquired.
- Experience in communications, social media, public relations and events planning.
- Experience in the design of print and digital media, including web design.
- Demonstrated administrative and organizational skills.

Minimum Competencies: (Skills, knowledge, and abilities.)

- Creativity - ability to approach problems and strategic planning in novel ways.
- Customer focus - goes out of the way to be helpful and pleasant while striving to meet all users' needs
- Communication - ability to speak and write clearly and accurately while keeping others informed
- Collegiality - team oriented, promotes positive work environment, builds strong working relationships.
- Coachability - ability to receive feedback and embrace an environment of continuous improvement.

- Efficiency - plans ahead, managing time well; being on time; being cost conscious;
- Initiative - takes ownership of work, does what is needed without being asked and follows through.
- Leadership – ability to set clear expectations, review progress, provide guidance, ensure accountability.

Preferred Qualifications: (Education and experience)

- Master's degree in Communications, Marketing, Public Relations, Graphic Design, Digital Media, Web Design (or similar).

Preferred Competencies: (Skills, knowledge, and abilities)

- Demonstrated proficiency in the design of digital and print media, especially utilizing Photoshop, Illustrator, Acrobat, InDesign.
- Expertise in HTML5, CSS3, JavaScript and related web management consoles (i.e., Dreamweaver, WordPress, Cascade).
- Experience maintaining academic journal archive using EndNote.
- Experience with digital video capture and editing, especially Premiere Pro and related rendering tools.
- Familiarity with contact management software and related database tools.

Please apply (Job ID 32706) through Northwestern's HR site: <https://goo.gl/9ScDme>

As per Northwestern University policy, this position requires a criminal background check. Successful applicants will need to submit to a criminal background check prior to employment.

Northwestern University is an Equal Opportunity, Affirmative Action Employer of all protected classes, including veterans and individuals with disabilities. Women, racial and ethnic minorities, individuals with disabilities, and veterans are encouraged to apply. Hiring is contingent upon eligibility to work in the United States.