

Title: Director of Communications

Office: Development, Alumni Relations, and Communications

Reports to: Vice President of Development, Alumni Relations, and Communications

Background

International House (I-House) is an interdisciplinary residency program in New York City for graduate students and young professionals from around the world. Founded in 1924, I-House was built on the simple yet radical notion that living in a diverse community instills a lifelong dedication to cross-cultural understanding. Through an intentional admissions process, and both informal and targeted programming aimed at building core competencies in social and cultural intelligence, I-House is leading the way in creating a more secure, peaceful, and collaborative coexistence across the globe.

I-House is celebrating its centennial year in 2024-25 and is planning a comprehensive capital campaign to mark the milestone and position the organization for success in its next century.

Position Overview

I-House has an exciting opportunity for a Director of Communication. This position is responsible for developing, shaping, and executing the communication strategies to help advance the organization. Working closely with the President and reporting to the VP of Development, Alumni Relations, and Communications, this position will manage the communication needs for the Office of the President, Office of Development and Alumni Relations and Communications, Office of Admissions and Financial Aid, and Office of Programs and Resident Life. The successful candidate will collaborate with leadership and colleagues across the organization to cultivate alumni, inspire donations, engage residents, and promote I-House to applicants. The Director of Communications will have responsibility for I-House's website, marketing materials, public relations messages, and campaign collateral for different audiences.

Key Responsibilities:

- Compile and assess the communications needs for all service areas. Develop, implement, track, and measure all communications to ensure they are timely, coordinated, consistent, and effective
- Develop and execute an integrated communication strategy to deliver greater visibility of the I-House brand through a comprehensive digital, social, and traditional media strategy. Create and maintain an organization-wide communications strategy calendar.
- Meet monthly with the President and VP of Development, Alumni Relations, and Communications to present, discuss, and prioritize global communication needs for the organization.
- Produce compelling content that attracts prospective residents, engages current residents, and connects alumni, and other internal and external audiences
- Lead the creation, distribution, and maintenance of all print and electronic collateral for I-House including, but not limited to, brochures, e-newsletters, digital boards, video, website, app, and social media and ensure they are consistent with brand strategy, adhere to brand guidelines, and meet design standards
- Maintain I-House's webpages and ensure that the latest content (events, stories, news) is posted timely, and that links are functional. Manage and grow I-House's social media presence; in coordination with team members, post content, respond to DMs, like, share, and repost on an ongoing basis
- Provide messaging guidance for all external communications, lead in the drafting and distribution of press releases, statements, and other high-profile or crisis communications as needed with the ability to practice a high-level of confidentiality

- Collaborate with VP to produce grant proposals and progress reports for corporate and foundation donors
- Lead project to update and optimize development and alumni sections of website, and launch new webpages for centennial celebration and campaign
- Partner with the Programs and Resident Life Office to help develop and execute an integrated resident communications strategy
- Work with the Admissions Office to create and revise marketing materials to produce content that promotes I-House and increases applications
- Seek out and write stories about I-House events, current residents, alumni, and invited guests; work with team members to ensure all relevant programs are covered on website, app, and social media
- Guide team members, including residents, responsible for writing content, taking pictures, and posting to social media
- Supervise freelance designers, photographers, videographers, writers, and other professionals as needed
- Assist with managing the communications budget
- Perform other duties as assigned

Qualifications and Experience

- A Bachelor's degree is required
- Minimum 7 years of related experience writing, editing, and marketing experience
- Demonstrated experience in developing and implementing organization-wide communications strategies
- Superior writing, editing, and verbal communication skills; expertise in grant writing and crafting solicitation letters is ideal
- Experience in alumni communications preferred
- Customer service-oriented with the ability to build and maintain strong professional relationships with multiple stakeholders
- Outstanding project management skills, highly organized, proactive, detail-oriented, and able to take initiative, thrive in a face-paced environment, and meet deadlines
- Demonstrated experience managing a variety of key initiatives concurrently
- Ability to serve as a unifying force and to be both a high-level and strategic leader as well as a hard worker, quickly turning around drafts and polished work independently
- Adept at storytelling and writing creative, attention-grabbing long and short form copy
- Excellent technological and creative skills including expert knowledge of Microsoft Office Suite, Adobe Creative Suite, WordPress, Mailchimp, StarRez, HTML format, and social media best practices; experience in graphic design, animation, video editing, and coding is preferred
- Commitment to the mission and values of I-House is critical, as is the ability to interact and engage effectively with people from a wide variety of backgrounds
- Ability to work occasional evenings and weekends

International House provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, International House complies with applicable state and local laws governing nondiscrimination in employment. International House expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.

International House requires that all hired staff be fully vaccinated against COVID-19 as a condition of employment unless a request for an exemption as a reasonable accommodation has been approved.