

FY2024/fnl

Job Description: Woodbridge Fellow, OPAC Editorial/Media Relations

Position Focus:

Yale's Office of Public Affairs & Communications (OPAC) is the central administrative unit responsible for producing, coordinating, and broadcasting news about Yale. Working in partnership with smaller school- and unit-based communications teams around campus, OPAC safeguards and advances the university's reputation as a global leader in higher education and research, and generally brings Yale to life for mass audiences through Yale-controlled and commercial media.

The fellow will be involved in many aspects of OPAC's mission, with an emphasis on 1) producing news and feature stories about academic research and the campus community for our marquee storytelling platforms, Yale News (website), Yale Today (e-newsletter), and Yale's central social media accounts, and 2) supporting the director of media relations in preparing and coordinating responses to news media inquiries. Work will also include generating ideas for news items and feature stories that colleagues and freelancers can pursue; drafting social media posts and evaluating and reporting content analytics; and researching and drafting media advisories and press releases. The fellow, who will report jointly to the editorial director and the director of university media relations, may also have the opportunity to participate in and learn aspects of video conception and production.

This is an especially good opportunity for applicants with an interest in storytelling and mass media. It also offers exposure to the full breadth and complexity of a major research university.

Given the sensitive nature of many issues handled by OPAC, the fellow must exercise great discretion in handling and sharing information, and must generally exercise sound news and editorial judgment.

Essential Duties:

1. Write news and feature stories of varying lengths and complexity that promote research by Yale professors, enhancing their reputations as subject-matter experts and Yale's reputation generally, and draft stories that bring Yale's campus and culture to life.
2. Help research, coordinate, and draft responses to inquiries from the local, national, and international news media, as well as the campus press. This may involve preparing media advisories and press releases, for example, and arranging interviews with Yale faculty or accompanying film crews visiting campus.
3. Participate in earned and social media analytics research and reporting.
4. Contribute compelling story ideas and narratives for both earned-media channels (e.g. mainstream broadcast and print media, trade press, blogs) and for Yale's owned-media channels (e.g. Yale News, Yale Today, social media accounts).
5. Assist in the creation and production of social media content, videos, slideshows, and podcasts.
6. Participate in the planning of university programs
7. Provide communications support for special programs or projects as assigned, such as commencement, reunions, fundraising, symposia, and official campus visits.
8. Perform other duties as assigned.

Required skills and attributes:

Clean, clear writing style

Comfort with deadlines

Ability to manage multiple projects amid competing priorities

Interest in news and current events

Ability to work both independently and collaboratively

Discretion