



Content Specialist and Digital Media Coordinator Position Description

The University of Pennsylvania Carey Law School is one of the nation's oldest and most distinguished law schools. The school offers a distinctive cross-disciplinary legal education, drawing on the depth and breadth of the University of Pennsylvania. The resulting intellectual opportunities and professional relationships bridge traditional boundaries and disciplines, making the Law School Law an extraordinarily supportive academic community for its scholars and students alike. University of Pennsylvania Carey Law School staff play a critical role in providing a world-class educational environment, supporting faculty, students, alumni, and fellow staff members in a collaborative and ambitious environment.

Scholarship and research at the Law School define and inform a host of societal issues. Centers and Institutes housed at Penn Carey Law are hubs of this influential work. One example: the Quattrone Center for the Fair Administration of Justice draws on Penn's unrivaled interdisciplinary strengths and integrates world-class scholarship from across the University with the perspectives of nationally prominent practitioners to analyze and make recommendations that shape public deliberations and improve the fairness of our legal system. The Quattrone Center is dedicated to evidence-based criminal justice research and discovering meaningful and effective ways of identifying and eliminating errors.

Reporting to the Director of Communications and collaborating closely with Center and Institute Academic Directors, Executive Directors, and other colleagues, the Content Specialist and Digital Media Coordinator ("Content Specialist") ensures the dissemination, communication, and amplification of the work of the Centers and Institutes at Penn Law. With a specific focus on the Quattrone Center, the Content Specialist has the following responsibilities:

- Develop and implement a strategy to amplify impact of Quattrone Center research, scholarship, conferences, and policy briefings.
 - Develop a cohesive social media strategy, ensuring current, engaging content on a regular basis. Consider a variety of tools and maximize appropriate usage across multiple social media channels.
 - Increase engagement and target communications outreach to legislators, policy makers, leaders, and other change agents.
 - Conceptualize and disseminate summaries of Quattrone Center research for differentiated internal and external audiences (e.g., students, alumni, policymakers, other researchers) on targeted platforms.
 - Produce regular newsletters and other interactive tools for Quattrone Center Advisory Board and other supporters.
 - Expand the visibility and reach of Quattrone research, events, and output across its relevant lifespan
 - Repackage existing content for different platforms/audiences and amplify impact

- Compile monthly reports and provide strategic recommendations to Quattrone Center social campaigns to inform content improvement.
- Monitor trends and provide critical recommendations and analysis on brand performance and awareness.
- As time allows, support the Communications team in amplifying the work of all Penn Carey Law Centers and Institutes.
- Prepare written materials in support of Center activities.
 - Draft and edit grant applications as well as compliance reports.
 - Provide materials and information to the Development and Alumni Relations Office, Communications, and the Dean's Office on request.
- Work cooperatively in a team environment
 - Approach work in a cooperative and service-oriented manner. Understand and support the overall mission of the Quattrone Center for the Fair Administration of Justice, other Centers and Institutes, and the University of Pennsylvania Carey Law School more generally. Work according to the Penn Carey Law Staff Ideals.

QUALIFICATIONS:

Bachelors degree or equivalent experience, and a minimum of five years experience in the work force, required. Track record of amplifying messaging for an important institutional entity portfolio of work that demonstrates knowledge of impactful communication tools and mechanisms. Ability to demonstrate understand digital and social media platforms and established knowledge of the broader marketing landscape; knowledge of third-party social management tools; ample experience with social analytics and responses to data. Grant-writing or support a plus. Knowledge of criminal justice landscape a plus. History of working successfully with diverse constituencies, including faculty and across departments required. Excellent communication skills, oral and written and an ability to organize tasks and priorities, working under minimum supervision. The person hired will be called upon to work occasional evening or weekend hours to attend Quattrone Center and/or other events.

To apply: https://wd1.myworkdaysite.com/recruiting/upenn/careers-at-penn/job/Law-School/Content-Specialist-and-Digital-Media-Coordinator--Penn-Law_JR00026726

The University of Pennsylvania and its Law School are [equal opportunity](#) employers.