

ByalaSearch LLC

DIRECTOR OF INSTITUTIONAL COMMUNICATIONS

ByalaSearch LLC is pleased to announce that our firm has been retained by The Broad Institute to identify candidates for the position of Director of Institutional Communications.

ABOUT THE BROAD INSTITUTE

The Broad Institute brings together a diverse group of individuals from across its partner institutions of MIT, Harvard and the Harvard-affiliated hospitals — undergraduate and graduate students, postdoctoral fellows, professional scientists, administrative professionals, and academic faculty. The culture and environment at the Broad is designed to encourage creativity and to engage all participants, regardless of role or seniority, in the mission of the Institute. Within this setting, researchers are empowered — both intellectually and technically — to confront even the most difficult biomedical challenges.

The Institute's organization is unique among biomedical research institutions. It encompasses three types of organizational units: core member laboratories, programs, and platforms. Scientists within these units work closely together — and with other collaborators around the world — to tackle critical problems in human biology and disease.

Primary Function

The Broad Institute is seeking an individual who will conceive of and drive new opportunities to strengthen and connect the Broad community in an inclusive manner, recognizing that a highly engaged internal community can represent the Broad well to external audiences. Through creative and thoughtful internal communications, the Broad seeks to raise awareness inside and beyond the institute about the core values and culture, the scientific questions they seek to answer, and the remarkable people leading this work -- all in service of their mission of improving human health.

Reporting to the Chief Communications Officer at the Broad Institute, the Director of Institutional Communications will be responsible for developing and directing Broad Institute internal communications; serving as a key strategic advisor to senior leaders across the institution and a critical thought partner within the larger Communications function; and leading a team that keeps the community of six thousand scientists and administrative staff informed, engaged, and connected.

The Broad strives for inclusive, concise, accurate, conversational, transparent, authentic, informative Broad-branded communications about the administration, culture, people, science,

and values. This individual will lead and expand an internal communications team that collaborates closely with the Broad's highly-regarded external communications and events groups, and will steward strong relationships with counterparts at partner organizations.

Position Description

Specific Responsibilities of the Director of Institutional Communications:

- Manage a team with primary responsibility for communications touching on Broad administration and culture, including a weekly internal newsletter, support for leadership communications, content for internal digital platforms and occasional external campaigns.
- Represent Broad science and shape the scientific narrative for internal audiences, through campaigns that reflect ongoing projects, and showcase and celebrate Broadies' contributions, to connect back to the mission and vision.
- Lead the administration and culture communications team to set strategy and goals, plan internal editorial calendars and strategy, direct and review content, and offer writing, editing and approval support.
- Proactively engage scientific leaders, leaders of administrative teams, 'connectors' across Broad, and affinity groups in order to understand priorities, advise on communication strategy, and plan for future needs.
- Develop creative and compelling campaigns to inform and engage Broadies on topics including change management, scientific expansions, transitions, and crisis communications as needed.
- Work closely with the Broad external communications team to help develop and drive narratives inside and beyond the Broad.
- Identify opportunities to bridge the Broad's scientific and administrative communities through their culture, mission and values.
- Manage an expanding team, with a particular focus on attracting highly-qualified candidates across diverse backgrounds.
- Develop and evolve training and support strategies and tools to help other Broad teams and groups to achieve their communication objectives including what information is important and which platforms would be most effective.
- Support the delivery of Broad Institute and Communications goals, including by collaborating with other teams (such as Recruiting) on strategic initiatives that reach external audiences.
- Proactively coordinate activities within and across teams, such as through bridging graphics, social media, web, video, and other platforms.
- Develop and build consensus for creative communications approaches, which can include ongoing messaging strategies for selected administration and culture priorities.
- Ensure communication strategy and messaging are consistent and reflect the organization's strategic vision.
- Develop best practices/KPIs to enable assessment and improvement of communication efforts, including impact.
- Adapt to changing priorities and competing stakeholder demands, including by adjusting

- communication plans and editing and revising content.
- Lead team to effectively prioritize deliverables to ensure a balanced workload.
- Support ideas with research and experience.

Ideal Skills and Experience:

- Bachelor's required. Master's degree in related field strongly preferred.
- 10+ years of professional experience as a writer and editor and at least 5 years of experience leading functions and teams.
- Demonstrated ability managing multiple projects under deadline.
- Knowledge and understanding of inclusion and diversity best practices, and experience developing communications plans designed around these values.
- Strong writing and editorial skills, including the ability to develop and hone an institutional "voice" that matches the vibrant, optimistic community at Broad Institute.
- Experience working with a multiplatform team, such as graphic designers, web producers, social media experts, video specialists and/or events team to engage audiences and generate consistent and compelling content to reach audiences effectively.
- Experience developing campaigns that attract attention and drive engagement.
- Strong attention to detail and analytical skills.
- Must have strong writing and interpersonal skills; must have a demonstrated ability to influence down, up, and sideways.
- Must be able to work independently and collaborate with others.
- Must be a great mentor with demonstrated experience building and coaching a team.
- Experience working with content management systems and collaborative content platforms (such as GSuite, Trello, and other systems).
- Ability to design workflows that anticipate the needs, processes, and timelines of different types of teams (such as HR, editorial partners, leadership).
- Occasional evening and weekend work required.

Critical Competencies for Success

- History of overseeing and creating an evolving communications strategy for an organization as well as creating and implementing a long-range institutional branding and marketing campaign.
- Experience supervising a team by setting priorities and assigning an appropriate work portfolio with the goal of professional staff development as well as greater organizational recognition.

- Working collaboratively across an organization, a history of creating an organizational culture through communication of mission, work, policy and affinity groups.
- Ability to integrate scientific research into communications plans for a diverse range of audiences.

Other Characteristics:

Communications skills, project management experience, relationship management abilities and a collaborative work style are essential to the Director of Institutional Communications at the Broad. The candidate must possess the maturity, poise, and sophistication to balance institutional priorities and communications strategies. The candidate should thrive in a high performing environment. The successful candidate will be comfortable in this fast-paced setting and have the intellectual curiosity, gravitas and personal motivation to achieve the goals of the Broad in support of its sophisticated audience. They will have a demonstrated ability to bring team spirit, enthusiasm and integrity to the role to motivate and achieve results among staff as well as the interpersonal skills that promote collaboration and cooperation. The Director of Institutional Communications will be an institutional leader who will prioritize inclusion and equity and drive these priorities forward by partnering with the Director and other key members of the Broad’s scientific and administrative leadership on issues related to organizational strategy, institutional messaging, inclusion and engagement.

Kindly send nominations or expressions of interest to:

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