

California Institute for Regenerative Medicine
DUTY STATEMENT
Director of Public Communications

CIRM, which was established as a result of the passage of Proposition 71, the California Stem Cell and Cures Initiative, is authorized to use the proceeds of \$3 billion in general obligation bonds to make grants and loans to fund stem cell research, other vital research opportunities, and research facilities in California.

The Director of Public Communications will create, develop, and direct a comprehensive communications plan for CIRM, including media relations, public information, and ongoing publication management. The Director of Public Communications (DPC) will work under the direction of the Chair and Vice-Chair of the Governing Board, with input from the Communications Subcommittee and CIRM's leadership, to develop a communications strategy to educate the public about the new frontier of stem cell research in California and CIRM's work and to promote a deeper and more sophisticated public awareness of stem cell research and therapy and new funding paradigms for medical research. The DPC will direct a public information program that drives and maintains effective communication with several audiences, including the lay public, the patient advocacy community, civic groups, business groups (including Chambers of Commerce and other business associations), the California Legislature, the U.S. Congress, state and federal executive branches of government, and nonpartisan government associations (e.g., League of Cities, the National Governors Association, etc.) and that responds to local, national and international news that directly affects the mission of the Institute. The DPC will be a critical member of the leadership team at CIRM, offering a communications perspective to broad CIRM policy decisions.

The challenges and opportunities of the DPC, qualifications and desirable qualifications are as follows:

Duties and Responsibilities

- Work with the Chair and Vice Chair, with input from the Communications Subcommittee and CIRM's leadership, to create, develop, and direct a strategic and comprehensive communications plan for CIRM, including media relations, public information, and publication management.
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- Direct a public information program that drives and maintains effective communication with several audiences, including the lay public, the patient advocacy community, civic groups, business groups (including Chambers of Commerce and other business associations, nonpartisan government associations (e.g., the League of Cities, the National Governors Association, etc.), the California Legislature, the U.S. Congress and state and federal executive branches of government and that responds to local, national and international news that directly affects the mission of the Institute.
- Evaluate and develop opportunities to generate public media coverage of positive research and facilities developments related to CIRM's mission.
- Answer inquiries from the press, individuals and other outside requests.
- Collaborate with Board members to develop information and programs on CIRM and the progress toward therapies across the State of California.
- Staff and support the Communications Subcommittee to develop a comprehensive strategy to educate the public regarding CIRM's progress.

- Coordinate with the Legislative Subcommittee to assist in the production of materials in support of CIRM's communications with the Legislature, the Congress, and state and federal executive branches.
- Prepare and supervise the production of communications materials, including CIRM's annual report.
- Develop and maintain effective working relations with the media, including local and national newspapers, magazines, online reporters and bloggers, radio and television, and create a plan to develop stories that illustrate the milestones of progress in developing therapies to serve the patients of California.
- Foster community relations, through events such as open days and involvement in community initiatives.
- Design and manage Spotlight on Disease presentation programs at meetings of the Governing Board, including retaining top experts in the field to present current research and clinical perspectives of various chronic diseases and injury and other stem cell and regenerative medicine endeavors.
- Work collaboratively with CIRM staff and outside collaborators, including CIRM's Website and Social Media Communications Manager, to develop supporting programs for CIRM's public communications.
- Develop CIRM as a key source of information about stem cell research and its relations to specific diseases in coordination with the web and social media communications manager and the scientific communications manager.
- Write and edit press releases, speeches and articles.
- Develop communications procedures and policies for CIRM.
- Perform other duties as may be required to further the goals of the Governing Board and CIRM.

Qualifications

- Bachelor's degree in Communications or Journalism or related field and 10 years experience in communications or public relations or an equivalent combination of education and experience.
- Demonstrated skill at message development combining input from various groups within an organization and also interacting effectively with an outside public information firm that will work with CIRM in building our communications program.
- Demonstrated proactive media planning and outreach skills to foster both quantitative and qualitative growth in coverage over time.
- Demonstrated success in a senior-level communications role of comparable complexity in a media organization, a public information firm, academia, government, politics, or a grant giving organization.
- Ability to provide quick and effective responses in crisis situations involving CIRM.
- Ability to communicate effectively in writing and in oral presentations.
- Ability to work positively and effectively with persons possessing high degrees of scientific, medical and technical knowledge.
- Good knowledge of the legislative process.
- Approach to work that stresses constituent service.
- Demonstrated experience in community relations.
- Demonstrated ability to work well with Board members.
- Demonstrated ability to simultaneously manage multiple, complex projects under time pressure.

Desirable Qualifications

- Understanding of the principles, practices and challenges facing the use of stem cells in research for scientific, medical and technical applications.
- Master's Degree or higher in journalism, or related field.
- Experience with a scientific or biomedical research organization, either non-profit or for-profit.
- Demonstrated knowledge and experience in internet based communications, preferably including online issues management.
- Demonstrated experience in collateral and website development and project management.