

Director of Research and Programs

Position Description

The Institute for Public Relations seeks a candidate with communication/public relations experience who understands research and strategy, and serves as an unrelenting and optimistic advocate for the power and growth of research in the public relations profession. The candidate will support the goals and mission of IPR by working on a variety of programs and projects. The Director of Research and Programs will report to the President and CEO.

The candidate must have strong interpersonal and leadership skills and the ability to interact with top executives in a highly collaborative environment. The candidate is expected to deliver exceptional work, and will be reliable, organized, professional, and detail-oriented. A positive and professional can-do attitude with an ability to be flexible and adapt in a fast-paced, nonprofit environment is a must.

More specifically, the **Director of Research and Programs** responsibilities include:

- *Research:* Help create, manage, write, and supervise [IPR signature studies](#) from start to finish. Identify areas and gaps of research in the industry. Conduct research and analyze results, both qualitative and quantitative. Help fundraise for research projects. Keep President and CEO updated on projects and programs throughout all stages of the process.
- *Strategy:* Work with President and CEO on implementing the strategic plan and operations plan for IPR initiatives. Have an eye for continually using data, insights, and performance metrics to improve and build operations. Diversity, equity, and inclusion is critically important to IPR and embedded in the work we do; the ideal candidate will help support these efforts.
- *Relationship Building and Maintenance:* Be a connector for IPR—maintain high-level relationships with IPR Trustees and supporters. Build relationships with key partners in the industry and work with them on projects and programs.
- *Committee and Commission Management/Participation:* Help oversee some of the IPR committees. Work closely with the Project and Outreach Manager to help support, manage, and grow some of the IPR Centers of Excellence.
- *Entrepreneurship:* Develop innovative programs to help generate revenue and identify new funding streams to raise money for IPR.
- *Knowledge-Sharing:* Be proactive and informed about trends in the profession to help guide the research agenda of IPR. Serve as a connector and visible advocate of IPR.



INSTITUTE FOR PUBLIC RELATIONS

Remain fluent in what is happening in the PR and communication industry. Participate in thought leadership opportunities.

Qualifications

- 10 to 15 years of experience in communication/public relations, nonprofit or association experience a plus, but not required
- Expertise in research, both qualitative and quantitative
- Strategic vision and demonstrable leadership experience
- Strong relationship builder, connector, and advocate for IPR
- Detail-oriented and strong interpersonal, writing, and editing skills. Thrives in a fast-paced environment.
- Strong understanding of the PR profession
- Entrepreneurial and innovative

Note: This is a virtual position with some required travel.

To apply, please send a cover letter and resume to info@instituteforpr.org

About Institute for Public Relations

Founded in 1956, the Institute for Public Relations (IPR) is a 501(c)(3) nonprofit foundation dedicated to fostering greater use of research and research-based knowledge in public relations and corporate communication practice.

Vision

To be a global leader for the science beneath the art of public relations.

Mission

IPR is dedicated to the science beneath the art of public relations™. We create, curate, and promote research and initiatives that empower professionals with actionable insights and intelligence they can put to immediate use.

What We Do: Our Three Strategic Pillars

Predict

The Institute has an extraordinary resource to begin to predict what research is most needed: many of the most successful professionals in our field comprise its Board of Trustees. The Trustees are communication executives of major global companies, CEOs and presidents of top-tier PR agencies, leading academic deans and professors, and successful consultants in the field. At the core of IPR's mission is bridging the scientific rigor of academic leaders with the business-driven practicality of communications professionals. They know what insights they need now to further their practice, elevate their value and train their staff.



They know what they don't know and need to know — fast. They are also committed to diversity and inclusion so that our areas of inquiry are relevant in today's marketplace. This is the market-driven starting point to set our research agenda. If research isn't asked for by these thought leaders and if it can't offer insight that can be applied immediately, we won't fund it.

Investigate

Specific research studies are selected and directed by the Trustees, the executive leadership of IPR and by our Centers of Excellence and Commissions — groups of Trustees and other professionals steeped in their particular area of expertise. Our current groups are the Behavioral Insights Research Center, the Organizational Communication Research Center, the Digital Media Research Center and our longest-standing group, the Measurement

Commission. Recently published research, studies, and lectures capture the topical relevance of our research: Disinformation in Society, The Marketing Value of Blockchain Technology, The Future of Corporate Purpose, Fostering Influencer Relations to Manage Fake News, Women in Leadership Communications, and The Role of AI in Building Engagement, to name a few.

Amplify & Engage

As an organization at the center of the communications and marketing field, we know that the most insightful research available today can't make a difference if no one knows about it. A unique strength of IPR is its dedication to actively sharing all of its knowledge. We do this by publishing and promoting our own research and also by identifying and aggregating the best research from other sources and sharing it globally in our online Research Library, through our weekly Research Letter, and at events worldwide. We are the leading convener of communications professionals at events where thoughtful practitioners can absorb and contribute to research-based knowledge, including at our Annual Distinguished Lecture, our Strategic Communications and Research Conference, our global Research Symposiums, and the Public Relations Leadership Forum.

We also partner with industry organizations, companies, and C-suite organizations to reach business leaders well beyond our field. And we attract professionals and students to our research through search optimization, an engaging monthly series on YouTube called "In a Car with IPR," featuring thought leaders discussing their most recent research, and through regular free webinars to audiences worldwide on the most relevant topics of the day.

Learn more about IPR in a video [here](#).