



Job title: Communications and Outreach Specialist for [HazingInfo.org](https://hazinginfo.org) and [StopHazing.org](https://stophazing.org)

Position description

[HazingInfo.org](https://hazinginfo.org) and [StopHazing.org](https://stophazing.org) are partner organizations working to end hazing through research, education, and better access to data about hazing incidents.

The Communications and Outreach Specialist will play a key role in developing connections, relationships, and communications materials to raise the visibility of both organizations and their work in hazing prevention.

[HazingInfo.org](https://hazinginfo.org), launched in 2023, provides a free, searchable database with publicly available information about hazing incidents at US colleges and universities. Through our data, website, blog, and social media communications, we provide students, families, policymakers, and others with timely, accurate, and actionable information that brings hazing out of the shadows and saves lives.

[StopHazing.org](https://stophazing.org) is a research organization based at the University of Maine and led by Professor Elizabeth Allan, the nation's leading expert on hazing prevention. StopHazing's mission is to promote safe and inclusive school, campus, and organizational environments through research, resource sharing, and the development of data-driven strategies for hazing prevention and fostering positive and inclusive group climates.

The Communications and Outreach Specialist will split time between HazingInfo.org (70%) and StopHazing (30%).

Supervisors: Jolayne Houtz, Meredith Stewart

Position: Full-time, remote

Job overview for HazingInfo.org

HazingInfo.org's Communications and Outreach Specialist builds the connections, relationships, and communications channels needed to establish HazingInfo as the nation's most trusted and accessible source for information on reported hazing incidents, trends, and analysis to enable students and families to make informed decisions.

Working together with HazingInfo's Founder, Jolayne Houtz, and a team of web developers, the Specialist will play a pivotal role in driving interest in and traffic to HazingInfo.org; amplifying



HazingInfo's brand and content to maximize HazingInfo's reach and impact; and reaching key audiences with information and data about hazing and hazing prevention.

Job responsibilities for HazingInfo.org

HazingInfo.org - Communications & Outreach (70% - approx 28 hrs/week)

Communications

- Lead social media planning and development of timely posts highlighting HazingInfo's blog and website content, campus data, hazing prevention resources, and current events related to hazing and hazing prevention.
- Develop and lead social media strategy to grow and maintain social media followers.
- Create graphics and identify and edit images for use with blog posts and social media posts reflecting HazingInfo's brand and messaging.
- Draft monthly newsletter content; manage and grow newsletter subscription list.
- Develop and post occasional blog posts for the HazingInfo blog and contribute to blog strategy and planning. Review blog posts authored by others to provide feedback.
- Help manage, update, and maintain the HazingInfo website.
- Identify and create crossover communications and marketing opportunities that can raise awareness of both HazingInfo and StopHazing.
- Assist with drafting media releases, talking points, presentations, and printed materials related to HazingInfo.
- Identify and upload photos and videos to a shared HazingInfo media library for use on the website and social media.

Outreach and Engagement

- Develop contacts at national, regional, and campus organizations and associations involved in campus leadership, campus safety, violence prevention, student governance, collegiate parent engagement, etc.
- Engage with hazing prevention organizations, including family foundations established by hazing victim families, to seek collaborative opportunities and mutual amplification.
- Coordinate a quarterly national student advisory board meeting to provide input and guidance on HazingInfo's overall strategy, communications, fundraising, policy advocacy, and audience engagement.
- Investigate potential fundraising opportunities, possible grant-writing.
- Potential in-person event/conference attendance to do presentations, outreach, host booths, etc.

Administration and Team Responsibilities

- Inquiry and background research



- Long-term planning
- Serve as liaison between HazingInfo, StopHazing, the University of Washington Information School, and other key partners with HazingInfo.
- Team meetings
- Professional development

Job responsibilities for StopHazing

[StopHazing.org](https://stophazing.org) - Communications & Outreach (30% - approx. 12 hrs/week)

Focus: Strategic communications, digital outreach, content creation, and stakeholder engagement. Specific tasks listed below will vary weekly.

- Develop and lead StopHazing's social media strategy to align with organizational goals, increase visibility, foster audience engagement, and targeted growth across StopHazing audiences (parents, families, students, higher education professionals, lawmakers, journalists, etc.).
- Plan and publish timely posts across platforms (Instagram, LinkedIn, Facebook, X/Twitter), including content that complements HazingInfo initiatives.
- Create and manage a content calendar in coordination with HazingInfo communications to support cross-project amplification.
- Design and edit visual content such as graphics, images, and short videos well as other resource design, and marketing collateral.
- Draft and disseminate StopHazing email marketing emails and newsletters; manage and grow the email subscription list (e.g., Hubspot).
- Support drafting and publishing blog content related to StopHazing's mission and current activities; coordinate blog strategy with HazingInfo when appropriate.
- Manage and update StopHazing's website content, including blog posts, events, announcements, and updates.
- Collaborate with stakeholders and partners to support outreach efforts, track engagement, and maintain partner contact lists.
- Coordinate media outreach efforts, including drafting press releases, preparing talking points, managing interview logistics, and tracking/documenting interviews, requests, and outlet contacts.
- Evaluate communication efforts through analytics and feedback; adapt strategies to maximize impact.
- Ensure brand consistency, aligned messaging, and cross-promotion opportunities between StopHazing.org and HazingInfo.org platforms.
- Become familiar with the Stop Campus Hazing Act, Clery Act, Clery data and crimes, Annual Security Reports (ASRs)
- Travel possible for conferences, networking, and other events to represent StopHazing.org and HazingInfo.org
- Other as assigned



Minimum requirements

Bachelor's degree in English, journalism, communications, public relations, or a related field with at least two years of content creation experience (writing, editing, social media content creation and management, etc.). Equivalent education/experience will substitute for all minimum qualifications.

Additional requirements

- Demonstrated success in creating a variety of engaging, brand-aligned content types and different forms of multimedia to convey information to diverse audiences.
- Ability to analyze and interpret data for storytelling across communications channels.
- Proficiency with Google Suite, Microsoft Office, and familiarity with HubSpot, Canva, PhotoShop, and similar content creation and management tools.
- Familiarity with content analytics tools and SEO best practices.
- Strong interpersonal and verbal communication skills, with the ability to build productive relationships and work effectively in a remote working environment.
- Strong attention to detail, organizational skills, and the ability to manage multiple priorities and deadlines.
- A commitment to accuracy, transparency, equity, and student safety.
- Ability to work independently and in a remote work environment, often across US time zones.

Desired qualifications

- Experience working in a public health or higher education environment.
- Experience in digital photography, video editing, and production.
- Experience in content strategy development and execution.

Compensation

This role is full-time and remote. It includes a benefits package and annual salary of \$50,000-55,000 depending on experience.



Apply

To apply for this position, submit a cover letter, resume, two references with contact information, and a professional writing sample or portfolio (e.g., press release, blog post, reports, social media/graphics) to Meredith Stewart, Operations Manager at StopHazing at meredith@stophazing.org with subject line: Application - Communications & Outreach Specialist.

This role is supported by StopHazing and HazingInfo through the *Sam Martinez Hazing Prevention Fund*, established at the University of Maine College of Education and Human Development by Jolayne Houtz and Hector Martinez, loving parents of Sam Martinez. Sam was a charismatic 19-year-old, standout soccer and trombone player, and a bilingual first-year student majoring in business entrepreneurship at Washington State University when his life was cut short due to hazing.

Updated: June 2, 2025