**ULI - Urban Land Institute**

**POSITION DESCRIPTION**

**POSITION TITLE**: Senior Director, Case Studies and Publications

**DEPARTMENT:** Content/Case Studies and Publications

**LOCATION:** Washington, DC

**FLSA CLASSIFICATION:** Exempt

**POSITION STATUS:** Full-Time

**DATE OF REVISION:** June 2015

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**POSITION SUMMARY:**

Working with the SVP of Case Studies and Publications, develop an annual program of work for developing, publishing, and disseminating ULI case studies, textbooks, and other real estate industry publications. Objectives will be to promote ULI’s mission, highlight innovative approaches and best practices in real estate and urban development, and enhance ULI’s position as a leader in land use research and education, while achieving financial goals.

**SPECIFIC RESPONSIBILITIES:**

* Work with SVP to develop 16 case studies of real estate development projects annually.
	+ Research exemplary projects and select the best for case studies.
	+ Contact the developer, obtain commitment to proceed, and arrange a site visit.
	+ Conduct preliminary research, onsite research and interviews, and supervise videographer in capturing appropriate footage.
	+ Prepare the case study for developer review, including text, video, and images.
	+ Supervise the scheduling, production, and final release of both the case study text and video.
	+ Collaborate with other Content centers/initiatives/programs to identify case studies that can be published collaboratively.
	+ Work with district councils, marketing, strategic communications, development and other ULI teams to select, promote, and/or raise funding and revenues for case studies.
* Work with SVP to develop/manage the case study website and new case study products.
	+ Develop case study packages/PDF publications, built around themes, that could be sold via the bookstore.
	+ Work with SVP to develop new economically viable products within the case studies program.
	+ Work with SVP and Strategic Communications group to develop a new case studies website.
	+ Oversee transfer of older case studies from the old platform to the existing/new platform.
	+ Work with Strategic Communications and others to promote the case studies
* Manage development of selected real estate textbooks and publications, including new titles and new editions of existing titles.
	+ Work with SVP to identify topics to develop. Create concept, outline, and identify authors.
	+ Work with marketing staff to determine publications format, pricing, scheduling.
	+ Serve as primary author and/or substantive editor for publications where appropriate.
	+ Perform content edit and work with authors to create final draft of publications written by outside authors.
	+ Respond to copy edit queries and work with graphic artist and production staff in publication process.
	+ Maintain production schedule for publications projects from first draft through printing and distribution.
	+ Review manuscripts submitted by outside authors and select/recommend those suitable for publication.
	+ Book development projects to be managed over the near term may include topics such as technology and real estate, and strategies for real estate companies.

**SKILLS:**

* Master’s degree in real estate, urban planning, business/public administration or related degree.
* Strong writing and communication skills.
* 7-10 years’ progressively responsible experience related to real estate, urban planning, publishing, and/or journalism.