POSITION PROFILE

ASSOCIATE VICE PRESIDENT FOR STRATEGIC COMMUNICATIONS AND BRAND MANAGEMENT

Reporting to the Vice President for University Advancement as a senior leader in this division, Cal State Fullerton seeks a dynamic individual who works well in a collaborative environment, supports fundraising efforts, student and employee recruitment, advocacy, and employee engagement across earned, owned, social and paid media. The AVP will proactively lead efforts in market research, strategy development, messaging, editorial development, creative concept design, and art direction. Additionally, the selected candidate will manage issue and reputation management, news media relations, and emergency communications. This experienced leader will supervise and direct communications professionals in seven units: Editorial development, design/photography/videography, social media engagement, brand strategy and project management, website and app development, news media services, and operations.

SUMMARY OF MAJOR JOB RESPONSIBILITIES

- manage all aspects of the development of owned and paid media across all platforms, including creative concepting, content planning, editorial development, design, photography/videography, budgeting, and production
- identify, design, and conduct market research to inform communications and brand-shaping work
- develop brand messaging and brand expression strategies
- develop published guidance, presentations, and working groups to build campuswide coordination
- manage social media engagement strategy as well as content creation and curation
- assess emerging issues for reputational risk, and develop and implement appropriate strategies for mitigating that risk
- serve as a university spokesperson to the news media
- conduct proactive outreach and reactive response to the news media
- develop appropriate plans for the department's role in emergency communications
- hire, train, supervise, and evaluate staff
- manage the department budget
- track performance metrics and file quarterly reports
- serve on various department, division, university, community, and CSU boards and committees as appropriate or as directed

REQUIRED QUALIFICATIONS

- bachelor's degree (graduate degree in a related field is preferred)
- minimum of ten years of applicable, related experience in strategic communications and brand management (experience in higher education and/or the nonprofit or public sectors is preferred)
- experience in budget management and staff supervision
- superior written and verbal communication skills in English
- ability to embrace and work effectively within a broad-based, complex, and collegial decision-making process
- ability to pursue and maintenance of appropriate sponsorships, media-buys, and strategic partnerships
- ability to actively support media relations, relations with other important constituencies, new student recruitment efforts, and donor cultivation & solicitation efforts
- proficiency in the use of general office equipment and Windows- and Mac OS-based personal computers
- proficiency in using administrative computing system(s), MS Office applications, and other relevant software applications
APPLICATION PROCESS
Applications must be submitted online via hr.fullerton.edu/jobs. Applicants will be invited to upload a cover letter and resume. Finalists will be asked for professional references.

California State University, Fullerton celebrates all forms of diversity and is deeply committed to fostering an inclusive environment within which students, staff, administrators and faculty thrive. Individuals interested in advancing the university’s strategic diversity goals are strongly encouraged to apply. Reasonable accommodations will be provided for qualified applicants with disabilities who self-disclose.

ABOUT UNIVERSITY ADVANCEMENT
The Division of University Advancement is committed to excellence, innovation, respect and collaboration, supporting the public good, transparency and accountability, and ethical action. By providing leadership in the areas of government and community relations, philanthropy, strategic communications, and alumni relations, UA builds partnerships with University stakeholders to promote investment and campus engagement. UA team members thrive in an environment that encourages teamwork and professional growth.

For more about University Advancement, visit fullerton.edu/advancement.

ABOUT CSUF
Consistently lauded as a top national university, Cal State Fullerton — with 110 degree programs and an enrollment of nearly 40,500 — has cemented its role as a respected, in-demand and go-to leader within the California State University and beyond. A Titan education is defined by immersive learning experiences amid a rich diversity of perspectives and backgrounds. Internships, collaborative research, study away and study abroad, service in the community, and a vibrant co-curricular life keep students engaged and empowered on their way to a degree. Confident, well-prepared, and culturally competent, CSUF graduates are uniquely positioned to excel as emergent leaders in the global marketplace, in further education and in their communities. Having benefited from a rigorous, innovative curriculum and an inclusive, supportive environment, Titans are equipped to adapt to a rapidly changing world and continuously evolve to meet new demands and opportunities.