



Job Posting

Job Title: Associate Vice President for Strategic Communications (Administrator III)
Job ID: 104393
Location: Sonoma State University (Rohnert Park, CA)
Full/Part Time: Full-Time
Regular/Temporary: Regular

Department Name
University Affairs

Salary and Benefits

The salary for this position will depend on qualifications and experience.

This position is eligible for a broad range of benefits, including medical, dental, vision, life and disability insurances, retirement (CalPERS), tuition waiver, vacation and sick leave. In addition, 14 paid holidays are offered each year; 13 scheduled on specific days and a Personal Holiday that may be taken any time during the year.

A comprehensive benefits summary for this position is available online by clicking the [View Benefits Summary link](#) or by request from SSU Human Resources.

Application Deadline

Screening of applications will begin immediately and continue until the position is filled.

Conditions of Employment

This position is a member of the Management Personnel Plan and serves at the pleasure of the President.

Responsibilities

Reporting to the Vice President for Advancement, the Associate Vice President for Strategic Communications (Associate Vice President) serves as the Chief Communications Officer and Public Information Officer (PIO) overseeing campus-wide and executive communications, while providing management and guidance within the Advancement division and supervising staff and student personnel. The incumbent is responsible for leading and managing all communications including publications, web communication, social media, other marketing material, public information, public relations and media. In addition, the incumbent is responsible for the overall integrated marketing and communication, including community relations and advocacy, of those programs that interpret the mission of the University to its multiple constituencies, both internal and external, in order to create a climate of public and private support for the fulfillment of that mission. The Associate Vice President also collaborates with other members of the division leadership team to oversee efforts to gather information about programs and experiences from key stakeholders to create and monitor effectiveness of targeted and strategic communications consistent with the university's brand. The Associate Vice President is responsible for proactively anticipating and identifying issues and concerns of a problematic nature that the University may face and presenting recommendations for resolution to the Vice President for Advancement, Cabinet and the University President.

Major duties of the position include, but are not limited to, the following in support of University communications:

- Serving as Public Information Officer (PIO), acts as the University spokesperson for the media and manages crises communications for both internal and external audiences while providing counsel to the President and cabinet members during times of crisis on major public relations issues;
- Oversees and directs operations associated with public information and publications; media relations; web communications; news services; executive and internal communications; branding; new and social media; and community and government relations and advocacy;
- Continues development and implementation of a comprehensive, high-level communications and marketing plan, capable of meeting the institution's objectives which supports and advances the University among its various constituencies;
- Develops, implements, evaluates, and maintains integrity of University brand and champions its growth and significance among key internal and external constituencies, ensuring a strong and consistent brand identity in and across all marketing and communications strategies, websites, publications, digital marketing and mobile platforms;
- Provides direction and counsel for the administration of the University's graphics and communications program, and oversees an external communication program to ensure that standards of high quality are maintained;
- Continues development of and implementation of the campus's media relations for print and broadcast media at the local, state and national levels;
- Works in collaboration with all Advancement units to develop and implement communications and marketing plans for alumni and donors to promote engagement and philanthropy;
- Works with deans, faculty and administration to assess their public relations needs and develop and implement programs accordingly to meet those needs;
- Provides leadership and mentoring to marketing and communications team;
- Develops and implements a strategic marketing program;
- Leverages successful coordination of new and social media strategies in support of the University's development efforts;
- Counsels the University on issues management and media relations;
- Represents the University as needed on campus and systemwide committees;
- Develops and oversees the actions of the institution's crisis management plan;
- Continues development of an internal communication plan for the University;
- Continues development of and oversees the University's presence on the Web.

Performs other secondary duties as assigned.

Duties will primarily take place in an office setting however additional duties may be performed in various locations on the Sonoma State University campus, including working both indoors and outdoors in periods of inclement weather. As an exempt employee you have some flexibility in your schedule however must be available during the regular campus hours Monday through Friday to meet the operational needs of the campus and department. Evening and weekend hours may be required and will be specified only by the supervisor to meet operational needs. Your specific start time is determined by your Appropriate Administrator. The incumbent must maintain regular and acceptable attendance at such levels as is determined by the Appropriate Administrator. This position will require occasional travel, by automobile or airplane, and overnight stay to travel to trainings and meetings off campus.

Qualifications

This position requires a minimum of 5 years of progressively responsible and applicable management experience working and communicating with multiple publics in higher education or equivalent corporate, non-profit or public sector. Bachelor's degree from an accredited institution in Public Relations, Communications, Journalism, Public Administration, Marketing or related field, or equivalent combination of education and experience to provide the required knowledge, skills and abilities to perform the duties of the position required. Graduate degree and higher education experience highly preferred. Strong background in communications, branding, marketing and public relations including experience in social media and digital communications; thorough knowledge of the principles and methods of brand development and integrated marketing; exceptional oral and written communication skills; experience in developing media strategies, communicating verbally with media, writing press releases, speeches and

other public relations material; extensive experience and a portfolio of accomplishments in dealing with broadcast, print and other media outlets; experience in planning, coordinating, and directing a comprehensive marketing, communications, and public relations programs including the development and implementation of a strategic marketing plan; and previous supervisory experience in the area of public relations, public information, communications and/or publications. Advanced proficiency with computers and Microsoft Office Suite (Outlook, Word, Excel) required, including familiarity with standard graphic software, social media and web platforms. Knowledge of Adobe Creative Suite and PeopleSoft preferred.

Incumbent must have demonstrated success or ability to develop and execute communications, marketing, and branding efforts that speak to diverse groups. The incumbent must be personable and a proven self-starter; able to rapidly become familiar with university-wide programs, policies and procedures; provide strong leadership in the development and implementation of university marketing and communications; analyze the implications of various plans and proposals; effectively represent the university through public speaking and media networking on a local, regional and national level as requested; present the aims and objectives of the SSU communications and marketing program in a manner which effectively informs and persuades targeted individuals or groups; edit documents with attention to context, detail and communicate simply, clearly, and effectively using a high level of written and oral communication skills; design, implement and execute plans for university marketing and communications; detect trends, make recommendations for change and implement solutions to problems which require the use of ingenuity and creativity; and research and evaluate alternatives to determine the most effective course of action.

The incumbent must possess demonstrate integrity and sound judgment in performing duties; possess the ability to supervise the work of staff and recommend appropriate personnel actions; be able to apply strong problem solving and conflict resolution skills and train and evaluate performance, taking corrective action as needed; deal with stressful situations while maintaining composure; and contribute to a collaborative environment utilizing exemplary communication and problem solving skills as necessary. Must have strong organizational skills and the ability to manage multiple projects and competing priorities simultaneously, adjusting quickly to changes needed on a daily basis. Must have the ability to effectively communicate with all levels within the university and establish and maintain productive and effective, inclusive working relationships amongst diverse populations including staff, faculty, administration, students, and other internal and external constituencies.

The duties of this position may include participation in decisions that may have a material financial benefit to the incumbent. Therefore, the selected candidate may be required to file Conflict of Interest Form 700: Statement of Economic Interest on an annual basis, complete ethics training within 6 months of appointment, and attend this training every other year thereafter.

Qualification Note

Evidence of degree(s) or certificate(s) and/or license(s) required at time of hire.

Application Process

Click the "Apply Now" to apply to this position. Materials submitted with your application will not be returned. The ADA Coordinator is available, at 707/664-2664, to assist individuals with disabilities in need of accommodation during the hiring process.

Qualified candidates must submit the following to be considered:

1. Cover Letter (attach as first page of resume) specifically calling out and addressing your experience, if any, with the following: establishing a brand, leading a marketing/communications team, acting as a PIO and/or overseeing crisis communications
2. Resume
3. Online Employment Application (complete entire application, resume/cover letter will not substitute for any part of the application)

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current employees who apply for this position.

Other Information

Equal Employment Opportunity: The University is an Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, or protected veteran status.

Mandated Reporting: This position may be considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

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About Sonoma State University

Sonoma State University, located 48 miles north of San Francisco, is one of the 23 campuses of the California State University. Sonoma State University is a liberal arts institution with an enrollment of approximately 10,000 students and 530 full-time and part-time faculty. Our beautiful campus is located in Rohnert Park, at the foot of the Sonoma hills in the Wine Country.

Sonoma State University is proud to be a smoke-free campus, where smoking and other uses of tobacco products, such as smokeless tobacco, the use of e-cigarettes and similar devices, are prohibited.

Sonoma State University's Jeanne Clery Act Annual Security Report is available at www.sonoma.edu/ps/about/jeanneclery.html; Annual Campus Housing Fire Safety Report is available at www.sonoma.edu/housing/general-info/emergency-prep/fire-safety.html.

Contact Information

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