



JOB DESCRIPTION

Job Title: Communications Manager
Department: External Affairs
Reports to: Director of External Affairs

JOB SUMMARY

Under the direction of the Director of External Affairs, the Communications Manager will design and implement communications strategies that inform and engage PAU's internal and external audiences about a variety of university issues and initiatives. This full-time position will coordinate both proactive and reactive communications efforts on a range of topics, in areas including academic initiatives, student life, alumni relations, events, community engagement and more. Strong writing and strategy development are essential to this work, as is the ability to consult with and advise a wide array of campus partners on communications needs in a wide and changing variety of situations and subject areas.

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Essential Functions

- Develop and implement internal and external communications and content strategies that enhance university brand, goals and initiatives, and that educate and inform key stakeholders
- Write and edit communications, including newsletter and stories, web content, social media content, messaging documents, fact sheets, video scripts and constituency-tailored communications
- Ensure brand consistency in all communications
- Oversee small team of contractors and student workers
- Develop range of publications and communications, including annual report, executive communications; blogs, collateral, etc.
- Implement public and media relations efforts, including announcements; build relationships with local and industry press; manage work of PR agency
- Support community relations efforts with strategic communications
- Coordinate with University partners on execution of communications projects
- Work with campus partners on communications needs for high-profile campus events; consult, advise and collaborate with campus partners and subject-matter experts on communication needs associated with a range of institutional topics, achievements and initiatives
- Support crisis communications efforts in response to events on or off campus
- Other related duties as assigned
- Excellent attendance and punctuality, collegial and diplomatic behavior at work, and work performance to the satisfaction of management are essential functions of the position.

Qualifications

1. Bachelor's degree and seven years of relevant experience, or combination of education and relevant experience
2. Exceptional writing, supported by excellent skills in research and analysis; editing and copyediting; and incorporating feedback from diverse perspectives
3. Experience in the design and execution of both proactive and reactive communication strategies involving complex issues with multiple constituencies
4. Strong interpersonal, collaborative and relationship management skills
5. Strong organizational and time management skills, with demonstrated ability to manage multiple projects at once and meet tight deadlines
6. Demonstrated ability to synthesize multiple dimensions of complex issues in compelling communications products
7. Ability to make decisions and execute in time-limited, high-visibility situations
8. Strong sense of self-motivation and independent follow-through
9. Commitment to discretion and confidentiality where needed
10. Familiarity with the journalism, public affairs and thought leadership

Preferred Qualifications

Experience with desktop publishing, CRM tools, Mail Chimp, etc.

- Experience working in a decentralized environment
- Familiarity with issues in higher education

Applicants must submit a cover letter and resume. Review of applicants for employment will begin immediately and continue until the position has been filled.