

Manager of Strategic Communications

Posting Details

Posting Detail Information

Working Title	Manager of Strategic Communications
Position Location	Fort Collins, CO
Research Professional Position	No
Posting Number	201900762AP
Position Type	Admin Professional/ Research Professional
Number of Vacancies	1
Work Hours/Week	40
Proposed Annual Salary Range	\$50,000-\$55,000 plus comprehensive benefits package

Desired Start Date

Position End Date (if temporary)

To ensure full consideration, applications must be received by 11:59pm (MT) on

09/08/2019

Description of Work Unit

The College of Agricultural Sciences (CAS) is an integral part of the Colorado State University land-grant system. The CAS Dean's Office is responsible for oversight in fulfilling the land-grant mission in agricultural sciences through teaching, research, community and economic outreach and engagement, in service to and in cooperation with Extension (CSUE) and the Agricultural Experiment Station (AES). The CAS Dean's office serves the college through executive level leadership determined by strategic plan, an oversight of the college's initiatives in research, academic programs including programmatic curriculum oversight, student affairs including diversity and retention, student success and next destination placement and student recruiting. The CAS Dean's office provides central coordination of the college's internal and external communication efforts, branding, marketing, and publication of materials for promotion. The CAS Dean's office includes strategic partnerships, development and large gift cultivation and donor and alumni engagement, as well as information technology and networking services for the entire college. CAS is committed to providing students with high-quality undergraduate and graduate learning experiences in an inclusive and welcoming environment.

Position Summary

The Manager of Strategic Communications must be an innovative problem solver with exceptional project management, superior writing, excellent planning and highly honed professional judgment skills. They will be an individual who takes initiative, possesses a “can-do” attitude and develops trust and confidence within the College of Agricultural Sciences, across campus, and among CSU’s external constituencies. The Manager of Strategic Communications will also possess the demonstrated ability to independently design, implement, manage and execute multiple projects simultaneously, and effectively coordinate teams and leverage support across reporting lines. They will have the energy, drive and enthusiasm to think strategically, to solve problems creatively and to recognize and seize opportunities quickly. This individual will thrive in an often changing, dynamic, customer-service oriented environment where he/she will have a high degree of flexibility and accountability.

Required Job Qualifications

- Bachelor of Science/Arts degree from an accredited institution of higher education in marketing, communications, public relations or a related field with a minimum of two years’ experience

OR

- Bachelor of Science/Arts degree from an accredited institution of higher education in an unrelated field with a minimum of four years direct experience working in a collaborative creative team environment

REQUIRED:

- Demonstrated project management experience
- Exceptional communication skills (written, verbal, public speaking, presentations)
- Demonstrated strong technical skills, including full proficiency with standard business software and computer systems (e.g., Word, Excel, PowerPoint) and Social Media Platforms
- Demonstrated ability to provide leadership and work collaboratively as part of a team
- Self-starter, goal oriented with the ability to initiate, design, plan and execute multiple complex projects simultaneously with exceptional attention to detail
- Demonstrated ability to research and synthesize information from diverse sources and define and implement effective solutions and strategies
- Demonstrated customer service and interpersonal skills; ability to coordinate and interface with multiple stakeholder groups, including, but not limited to, top university administrators, faculty, students, commodity groups, high-level donors, and volunteers
- Demonstrated ability to function independently and successfully move projects forward, operating with a high level of energy and flexibility as priorities shift
- Tact, discretion, and experience handling highly confidential information

Preferred Job Qualifications

- Experience with graphic design to develop unique marketing materials
- Communications industry experience in managing projects and customer needs

Diversity Statement

Reflecting departmental and institutional values, candidates are expected to have the ability to advance the College’s commitment to diversity and inclusion.

Essential Duties

Job Duty Category

Project Management and Coordination

Duty/Responsibility

- Oversee the design and management of all communication project initiatives from conception through implementation, to ensure alignment and promotion of college strategic initiatives
- Triage information between the CAS/AES and dedicated staff within the Department of External Relations (DER) implementing central communications for CAS
- Estimate project timelines; establish new project timelines with coordinators when priorities and deadlines shift
- Identify project costs and manage budgets for all communication projects
- Track progress to ensure projects are on schedule, on budget and meeting stakeholder expectations
- Communicate regularly with Director of Strategic Partnerships on project progression
- Ensure project deadlines are met
- Assist with implementation of communications from the CAS strategic plan; conduct statistical analysis and generate/compile metrics to

measure impact

- Consult leadership when investigating crisis communications and help identify problem scope and potential solutions
- Establish and cultivate key relationships/partnerships both internal to the university and external throughout the community

Percentage Of Time 70

Essential Duties

Job Duty Category Project Development and Distribution

Duty/Responsibility

- Serve as the single point of contact for all communications requests to develop and execute strategic communications solutions that effectively promote the research, outreach, service, and student success endeavors of the CAS, while providing excellent customer service to meet the needs and expectations of clients
- Assign and delegate tasks and projects to communications team members including DER staff
- Actively identify strategic communication areas that promote college activities and accomplishments
- Identify and communicate new and innovative research excellence, faculty scholarship and student success occurring in the college

Percentage Of Time 20

Essential Duties

Job Duty Category Create and Distribute Content

Duty/Responsibility

- Research, write, and edit engaging content for multiple channels and platforms (website, magazine, newsletters, press releases, social media) as needed to complement DER staff efforts
- Develop and coordinate media relations opportunities (press releases, tip sheets, op-ed pieces, news advisories) with CSU's central public relations team
- Develop and implement visual content for all digital platforms as needed
- Proof, place, and approve final content for all media platforms

Percentage Of Time 10

Application Details

Special Instructions to Applicants Interested applicants must submit a cover letter which addresses how professional experiences align with identified required and preferred qualifications of the position, a current resume, and contact information of three (3) professional references. References will not be contacted without prior notification of candidates. Apply by 09/08/2019 for full consideration. If you have questions, please contact search chair Jillian Lang (Jillian.Lang@colostate.edu).

Conditions of Employment Pre-employment Criminal Background Check (required for new hires)

Search Contact Jillian Lang, Jillian.Lang@colostate.edu

EEO Statement Colorado State University is committed to providing an environment that is free from discrimination and harassment based on race, age, creed, color, religion, national origin or ancestry, sex, gender, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or pregnancy and will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. Colorado State University is

an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and Colorado State laws, regulations, and executive orders regarding non-discrimination and affirmative action. The [Office of Equal Opportunity](#) is located in 101 Student Services.

The Title IX Coordinator is the Executive Director of the Office of Support and Safety Assessment, 123 Student Services Building, Fort Collins, CO 80523 -2026, (970) 491-7407.

The Section 504 and ADA Coordinator is the Associate Vice President for Human Capital, Office of Equal Opportunity, 101 Student Services Building, Fort Collins, CO 80523-0160, (970) 491-5836.

Background Check Policy Statement

Colorado State University (CSU) strives to provide a safe study, work, and living environment for its faculty, staff, volunteers and students. To support this environment and comply with applicable laws and regulations, CSU conducts background checks. The type of background check conducted varies by position and can include, but is not limited to, criminal (felony and misdemeanor) history, sex offender registry, motor vehicle history, financial history, and/or education verification. Background checks will be conducted when required by law or contract and when, in the discretion of the university, it is reasonable and prudent to do so.

References Requested

References Requested

Minimum Requested 3

Maximum Requested 3

Supplemental Questions

Required fields are indicated with an asterisk (*).

- * Do you have a Bachelor of Science/Arts degree from an accredited institution of higher education in marketing, communications, public relations or a related field with a minimum of two years' experience OR a Bachelor of Science/Arts degree from an accredited institution of higher education in an unrelated field with a minimum of four years direct experience working in a collaborative creative team environment?
 - Yes
 - No

Applicant Documents

Required Documents

- Cover Letter
- Resume

Optional Documents