



Job Bulletin E18 – 12/13

Director of Public Affairs and Communications

Classification: Administrator II

Full Time

Application Deadline: Monday, November 26, 2012

ABOUT THE CALIFORNIA MARITIME ACADEMY:

The California Maritime Academy is a specialized campus of the California State University (CSU) system serving a student population of approximately 925. The campus, situated on the shore of the Carquinez Strait 30 miles northeast of San Francisco, currently offers baccalaureate degrees in Mechanical Engineering, Facilities Engineering Technology, Marine Engineering Technology, Marine Transportation, Global and Maritime Studies, and Business Administration. A Master of Science degree in three areas of Transportation and Engineering Management is offered.

MAJOR RESPONSIBILITIES:

Reporting to the Vice President for University Advancement (VPUA), the Director of Public Affairs and Communications (PAC) is responsible for developing, implementing, and maintaining a CSUM Communications Plan (CP), that articulates a positive public image of the California State University, California Maritime Academy (CSUM) to inspire support, attract potential students, donors, and effectively communicates with the media and other institutional stakeholders as well as promoting the image of CSUM within and to the campus community. Within the Chancellors Office guidelines, the PAC initiates, develops, and maintains strategies to promote the dissemination of information to the media, general public, alumni and friends, donors, governmental and community organizations, and serves as the principal liaison between the University and external media. The PAC is also charged with promoting the Division of University Advancement and the CSUM Foundation in their work with alumni relations, development, ceremonies, government, and community relations.

Key functions of the PAC include working and expanding the CP, serving as the campus' central point for press and public inquiries, preparing and disseminating press releases and features regarding campus news, events, and accomplishments, creating and distributing targeted communication and information pieces to specific stakeholder groups, serving as a spokesperson for CSUM to our external and internal audience as well as at all UA events. In addition, provide publications such as the *Cal Maritime* magazine and e-communications to external audiences. Additional specifics include:

- Manage a comprehensive marketing and communications plan in support of CSUM's overarching marketing, development and other strategic communications priorities and goals.
- Oversee CSUM's new social media strategy and outreach using Facebook, Twitter, YouTube, and the CSUM Blog. Supervise the editorial and media relations work of the Web and Social Media Specialist, ensuring that assignments and work align consistently with university strategic priorities.
- Coordinate and manage a CSUM editorial calendar, aggressively and creatively seeking and capitalizing upon strategic and high-impact publicity and editorial opportunities for CSUM among the pre-determined/published editorial, content, or segment plans for periodicals, local and regional newspapers, and broadcast media.
- Provide consultation, staff advice and support to the president, vice presidents, and university community on public information matters including direct assistance in researching, providing information, and creating messages.

SPECIAL REQUIREMENTS:

- Assistance with and attendance at all University Advancement fundraising events is required.
- Travel and travel outside of normal business hours.

MINIMUM QUALIFICATIONS:

- A bachelor’s degree in Journalism, Communications or other related field is required.
- At least five years’ experience in media relations and/or public relations, preferably in a higher education environment.
- Basic knowledge of web functions, design and content development in order to maintain the university homepage, the university advancement pages, the public affairs and communications departmental homepage, and create issue-specific web pages as necessary.
- Basic knowledge of publication design and layout, including desktop publishing skills, in order to facilitate the production of publications.
- Excellent written and oral communication skills with a superior ability to craft a variety of types and styles of written communication that positively position an institution of higher learning.
- Demonstrated advanced skills in communication via website/internet and social media.
- Ability to establish a network of media contacts and strong experience in building and managing relationships with the media to produce positive public relations.
- Demonstrated ability to be “hands-on” while delivering on strategic goals with the flexibility to switch gears as priorities change and opportunities arise.
- Possess a high level of creativity and skill sets to develop communication concepts, ideas and campaigns.
- Excellent decision making, problem solving, time management, and follow-through skills.
- Ability to work in a collegial manner with other professionals with a commitment to diversity.
- Highly skilled at interacting effectively with all levels of the organization, demonstrating a strong team orientation.
- Must be a strategic thinker unequivocally committed to the practice of communications to shape, promote, and advance institutional image and interests with a commitment to the distinctive mission, vision, and values of CSUM.

DESIRABLE QUALIFICATIONS:

- Experience in University Advancement/Development in higher education is considered a plus. Supervisory experience is preferred.
- Experience in, or working knowledge of, the maritime industry a plus.
- Experience in, or working knowledge of, development opportunities, and donor and alumni relations.
- Knowledge of the process of planning; identifying; cultivating, and soliciting prospective donors for immediate and/or deferred gifts.
- Knowledge and understanding of the role of communications and marketing in development/fundraising is highly desirable.

SALARY: Salary commensurate with experience.

APPLICATION PROCESS: Interested parties may submit a cover letter, resume and salary requirements to:

hr@csum.edu (reference E18 in the subject line) or mail to:
Human Resources Office, Job Bulletin E18
California Maritime Academy
200 Maritime Academy Drive
Vallejo, CA 94590

Based upon a review of the resume and accompanying documents, only those persons whose qualifications best match job requirements will be interviewed. Applicants selected for an interview will be notified of interview appointments by telephone. Additional information about the California Maritime Academy and job openings can be found at www.csum.edu.

BENEFITS: The California Maritime Academy offers a broad range of benefits for qualifying positions including medical, dental, vision, life and disability insurances, retirement (CalPERS), fee waiver, vacation and sick leave.

ELIGIBILITY TO WORK: Applicants must provide proof of U.S. citizenship or authorization to work in the United States within three days of the date of hire.

The California Maritime Academy is committed to a diverse work force and is an equal opportunity employer.