Position Title: Senior Director of Public Affairs and Strategic Communications

Job Bulletin Number: 103241

Classification: Administrator II

Department: Public Affairs

Full/Part-time: Full-time

Employment Type: MPP – this position is part of the California State University Management Personnel Plan (MPP). No tenure or permanent status can be achieved within the MPP.

Bargaining Unit: M80

Pay Plan: 12 month

Salary Range: Commensurate with education and experience.

Benefits: Premium benefit package includes outstanding health, dental and vision plans; life and disability insurances; pension (CalPERS); tuition fee waiver; and 14 paid holidays per year. See our benefits website for additional information.

Pre-Employment Conditions: Background

Closing Date: Open until filled. A review of applications will begin Monday, May 11, 2020 and the review period may end at any time thereafter.

POSITION SUMMARY:
The Senior Director of Public Affairs and Strategic Communications will bear primary responsibility for devising and implementing a University-wide integrated marketing and communications plan that will positively advance the University's mission and strategic vision. This plan includes both internal and external stakeholders.

Reporting to the Vice President for University Advancement, the Senior Director leads a department which is responsible for developing, implementing, and maintaining internal and external communications strategies in support of the University’s strategic plan which articulate a positive public image of California State University Maritime Academy (Cal Maritime) to inspire support, attract potential students and donors, and effectively communicate with the media and
other institutional stakeholders while also promoting the image of Cal Maritime within and to the campus community. The Senior Director initiates, develops, and maintains strategies to promote the dissemination of information to the media, general public, alumni and friends, donors, and governmental and community organizations. The Senior Director serves as the principal liaison between the University and external media, and is charged with collaborating with the Division of University Advancement and the CMA Foundation in its work with alumni relations, development, ceremonies, and government and community relations to ensure that work and all related communications align with the University’s strategic priorities.

Key functions of the position include serving as the campus’ central point for press and public inquiries, providing strategic direction in the dissemination of campus news, event promotion, and creation and distribution of targeted communication and information to specific stakeholder groups, serving as a spokesperson for Cal Maritime to external and internal audiences. In addition, the position will manage the creation and management of publications such as Cal Maritime magazine, electronic communications to all stakeholders, online presence including website and social media channels, and marketing collateral. The senior director will also manage the brand image and reputation of the institution by maintaining and enforcing graphics and brand standards and providing support for key, on-campus executives in preparing appropriate messaging for all audiences.

The Senior Director of Public Affairs and Strategic Communications is the chief public information officer for Cal Maritime. He/she is responsible for implementing, maintaining and expanding a coherent communications strategy and marketing plan to shape and manage Cal Maritime’s image, build awareness of the University, promote its interests and programs, and position it within regional, national and global communities.

On a day-to-day basis, the Senior Director will manage the media and public relations activities of Cal Maritime. This entails breaking-news management, proactive news planning/pitching, and long-range planning to strategically position stories based on analysis of external publications and media focus, calendars, and opportunities, as well as serving as primary campus spokesperson.

The Senior Director is responsible for a range of internal and external communications including news releases, interviews, announcements and advisories, the Cal Maritime magazine, social media, and a variety of publications, including view books and student recruitment materials. The position not only oversees the planning and production of these communications, ensuring that they meet journalistic as well as University strategic communications standards, but is also an active contributor.

HOW TO APPLY: Interested parties should submit the Cal Maritime Employment Application, a cover letter and resume. Apply on-line at http://www.csum.edu/web/hr/careers.

ABOUT THE CALIFORNIA STATE UNIVERSITY MARITIME ACADEMY:
Established in 1929, California State University Maritime Academy, a campus of the California State University, is the only degree-granting maritime academy on the West Coast. Located on a scenic waterfront site in Vallejo, the campus serves a student population of approximately 1100 undergraduates and 50 graduate students. The campus currently offers undergraduate degrees in Mechanical Engineering, Facilities Engineering Technology, Marine Engineering Technology, Marine Transportation, Global and Maritime Studies, and Business Administration. A master’s degree in Transportation and Engineering Management is offered as well as a number of extended learning programs and courses.

MAJOR RESPONSIBILITIES:
- Manage a comprehensive marketing and communications initiative in support of Cal Maritime’s overarching strategic enrollment, fundraising, and internal and external communication plans.
- Oversee Cal Maritime’s web and social media strategy. Supervise the work of the Webmaster, ensuring that assignments, communications, and other work align consistently with internal and external University strategic priorities
- Supervise the work of the Communications Specialist, including overseeing the writing and production of promotional videos to increase the visibility of Cal Maritime, and ensuring that the work aligns with the Academy’s messaging and reflects strategic priorities.
• Supervise the Sports Information Director to ensure that athletics-related marketing and communications initiatives align with the strategic priorities of the University.
• Oversee day-to-day activities involving management of breaking news, handling of media and other public inquiries, and coordination with the activities, assignments, and priorities of other University personnel.
• Coordinate and manage Cal Maritime’s editorial calendar, promoting Cal Maritime’s unique mission and strategic priorities to all external constituencies through print, web, and social media.
• Aggressively and creatively seek out and capitalize upon strategic and high-impact publicity and editorial opportunities for Cal Maritime.
• Provide consultation, advice and support to the president, vice presidents, and University community on public information matters including direct assistance in researching, providing information, and creating internal and external messages.
• Maintain and enforce University graphics standards, including approval of all logo use.
• Provide strategic direction and editorial support for the creation of content for brochures, websites, publications, and presentations in support of Cal Maritime’s strategic priorities.
• Develop a plan that maximizes Cal Maritime’s marketing and advertising budget to promote the Academy to potential students, donors, event attendees, and other external constituencies while maintaining a forward-focused, proactive outlook that achieves Cal Maritime’s communications objectives and ensuring that the activities, assignments, and priorities of the department are consistent with the University’s strategic plan.
• Direct the development and maintenance of media resources such as press kits, University fact sheets, and lists of University experts.
• Build relationships with reporters and editors within the Bay Area, California, industry, and other areas of strategic importance.

REQUIRED QUALIFICATIONS:
• A bachelor’s degree in Journalism, Communications or related field is required.
• At least five years’ experience in media relations and/or public relations, preferably in a higher education environment.
• Excellent written and oral communication skills with a superior ability to create a variety of types and styles of written communication that positively position an institution of higher learning.
• Demonstrated ability to manage projects, staff and meet deadlines.
• Demonstrated advanced skills in communication via website/internet and social media
• Established or 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.
• Detail oriented and able to work independently while managing multiple projects simultaneously under deadline pressure.
• Demonstrated knowledge of the process of planning; identifying; cultivating and soliciting prospective donors for immediate and/or deferred gifts.
• 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.
• Knowledge and understanding of the role of communications and marketing in development/fundraising is highly desirable.
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 Cal Maritime.

PREFERRED QUALIFICATIONS:
- Experience in, or working knowledge of, the maritime industry
- Experience in, or working knowledge of, development opportunities, and donor and alumni relations
- Experience in University Advancement/Development in higher education

SPECIAL CONDITIONS:

PHYSICAL, MENTAL and ENVIRONMENTAL CONDITIONS: Involves mainly sitting; walking and standing is minimal; involves lifting lightweight objects limited to 15 pounds.

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

DESIGNATED POSITION: This position is a “designated position” in the California State University’s Conflict of Interest Code. The successful candidate accepting this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.

MANDATED REPORTER: The person holding this position is 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 revised July 21, 2017 as a condition of employment.

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.

Cal Maritime is an Equal Opportunity, Affirmative Action Employer. The university subscribes to all state and federal regulations and prohibits discrimination based on race, color, religion, national origin, sex, gender identity/gender expression, sexual orientation, marital status, pregnancy, age, disability, genetic information, medical condition, covered veteran status, or any other protected status.