# Director, Communications

**(Job Number: 48156)**

<table>
<thead>
<tr>
<th>Campus/Location</th>
<th>West</th>
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<tbody>
<tr>
<td>Department Name</td>
<td>Mary Lou Fulton Teachers College</td>
</tr>
<tr>
<td>Grant Funding</td>
<td>This is not a grant funded position and is not contingent on future grant funding.</td>
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<tr>
<td>Close Date</td>
<td>January 31, 2019</td>
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## Job Description

Arizona State University's Mary Lou Fulton Teachers College creates knowledge, mobilizes people and takes action to improve education. Mary Lou Fulton Teachers College is nationally recognized as a leading innovator in teacher education and in scholarly research.

Reporting to the executive director of marketing and advancement, the director of communications will serve in a leadership role on a dynamic marketing and advancement team that strengthens the college's engagement with a number of constituencies: prospective students for our bachelors, master's and doctoral programs; alumni; individual donors; foundations; and policymakers and influencers involved in the national conversations about education.

The director of communications will supervise two writers, a graphic designer and a multimedia producer. The team is responsible for creating print, digital and multimedia content on owned, earned and paid channels. Functionally, the director of communications will be an accomplished and versatile writer who can craft strategic and engaging copy for all media. The director of communications will also provide visual creative direction under the guidance of the executive director of marketing and advancement. Deliverables will include viewbooks, presentation decks, brochures, news articles, editorial promoting faculty research and impact, the college website, social media, videos, news pitches, speeches and event runs of show. The director of communications will both write and provide direction to other writers, conduct selected media relations, and work closely with the executive director of marketing and advancement to set messaging strategy and monitor whether the team is executing successfully against that strategy.

Key peer partners on the marketing and advancement team will include the director of recruitment, the director of marketing, and the digital marketing manager. The director of communications will also collaborate with faculty throughout the college, partnering with them to develop the best ways to convey key messages about academic programs, scholarly research, priority initiatives and the collective impact of the college. The director of communications will also work closely with administrators throughout the college and members of the college’s executive team. Additionally, the director of communications will maintain productive, collegial relationships with peers in university-wide units such as Strategic Communications, Enrollment Services, and the Enterprise Marketing Hub. The ideal candidate will thrive as a collaborative and vocal member of an integrated communications and marketing team that is committed both to the college’s mission and to continuous improvement as a team.

## Essential Duties

- Ensures excellence and consistency of language and design of all communication efforts including
- Produces deliverables for communications materials supporting undergraduate, master’s and doctoral student recruitment
- Produces deliverables for communications materials supporting fundraising
- Produces deliverables for communications projects promoting the college’s scholarship and knowledge production
- Produces deliverables advancing the college’s key institutional priorities and strategic initiatives
- Review copy submitted by authors, staff or faculty members and edit material for accuracy, style and readability, recommending and mandating changes where necessary
- Co-creates, executes and manages social media strategy
- Leads the communications team by both example and coaching
- Collaborates with colleagues to champion, develop and execute data-informed communications strategies
- Meets with stakeholders to discuss themes and objectives for assignments, target audiences and desired outcomes
- Ensures compliance with ASU brand standards
- Participates in the development of budget requests and strategic plans
- Performs other duties as assigned

**Minimum Qualifications**

Bachelor's degree in Marketing, Public Relations, Communications, Arts Administration, or related field AND eight years experience in planning and implementing a comprehensive communication/marketing program for an organization, including five years of supervisory experience; OR, Any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved.

**Desired Qualifications**

- Evidence of a portfolio of writing samples, including feature articles of high journalistic quality, demonstrating an ability to write for a range of media and purposes.
- Demonstrated knowledge of AP style
- Experience providing creative direction, coaching and revision to writers, graphic designers and multimedia producers
- Demonstrated knowledge with and ability to keep up with innovative technologies used in digital communications
- Experience advising and working with executive leadership on communications strategy and specific messaging
- Demonstrated acumen working cross-functionally across units in a complex organization
- Experience in working independently, solving problems, making decisions and clearly explaining one’s thinking and rationale for decisions
- Experience working with academics and/or thought leaders, translating complex concepts into messages tailored for different audiences with different degrees of domain knowledge
- Experience in work that requires attention to detail, quality and production values
- Experience in delivering and receiving rigorous and constructive editorial critique
- Experience with customer-service
- Experience in a fast-paced work environment and to pursue multiple projects simultaneously

**Working Environment**

- Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse.
<table>
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<tr>
<th><strong>Instructions to Apply</strong></th>
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<tr>
<td>Application deadline is 3:00PM Arizona time on the date indicated. Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position. Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</td>
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<tr>
<td><strong>Department Statement</strong></td>
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| Arizona State University’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people and takes action to improve education. Nationally recognized as a leading innovator in teacher education and scholarly research, Mary Lou Fulton Teachers College prepares over 5,000 educators annually. 
MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the quality of teaching and learning and the performance of education systems. 
MLFTC mobilizes people through bachelor’s, master’s and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement. 
MLFTC takes action by bringing people and ideas together to increase the innovation capabilities of individual educators, schools and organizations, districts and communities. |
| **ASU Statement** | 
| Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 90,000 students in metropolitan Phoenix, Arizona, the nation’s fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe. 
ASU is a tobacco-free university. For details visit [www.asu.edu/tobaccofree](http://www.asu.edu/tobaccofree) AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply. 
Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law. |
| **Minimum and Desired qualifications** | 
| Required to stand for varying lengths of time and walk moderate distances to perform work. Occasional bending, reaching, lifting, pushing and pulling up to 25 pounds. Regular activities require ability to quickly change priorities, which may include and/or are subject to resolution of conflicts. Ability to clearly communicate verbally, read, write, see and hear to perform essential functions. |
### Instruction for ASU Online Employment Applications

Go to the ASU Human Resources site: [https://cfo.asu.edu/hr-applicant](https://cfo.asu.edu/hr-applicant) and scroll down to Jobs at ASU.

- Select **External Staff Job Opportunities** if you're not currently an ASU employee (you must create an account or enter existing account information).
- Select **Internal Staff Job Opportunities** if you're a current ASU employee.
- Enter **Requisition ID 48156BR** in the Search box.
- Click the red job title to view the entire job description.
- To apply, select the check box to the left of the job title and click on **Apply to job(s)** at the bottom of the screen.
- Click **Let's get started** to begin the application process.