Director, Communications
(Job Number: 78771BR)

Campus Location | West campus
Department Name | Marketing and Advancement
Full-Time/Part-Time | Full-Time
Grant Funded Position | This is not a grant funded position and is not contingent on future grant funding.
Salary | Depends on experience
Close Date | May 16, 2022

Job Description
Arizona State University’s Mary Lou Fulton Teachers College is hiring a Director of Communications to serve as an energetic and creative leader of a team charged with supporting the college’s business and reputational goals. This is an outstanding opportunity to embrace a key role at an institution that helps shape and change the national conversation about education.

Reporting to the Executive Director of Marketing and Advancement, the successful candidate will quickly master the breadth of the college’s academic and lifelong learning portfolios and will be a proactive, action-oriented professional who thrives in a fast-paced, team-based and results-oriented work environment.

The Director of Communications will join a dynamic marketing and advancement team that strengthens the college’s engagement with a number of constituencies: prospective students for 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 partners on the marketing and advancement team will include the Director of Student Recruitment, the Director of Marketing and others who collaborate on project management and production.

The Director of Communications will also collaborate with faculty and staff throughout the college, including members of the college’s executive team, partnering with them to convey key messages about academic programs, scholarly research, priority initiatives and the collective impact of the college.
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 position requires outstanding editorial and general communications skills, project management experience and managerial acumen. 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.

**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**

- 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
- Demonstrated experience providing creative direction, coaching and revision to writers, graphic designers and multimedia producers
- Familiarity with and ability to keep up with innovative technologies used in digital communications
- Demonstrated experience advising and working with executive leadership on communications strategy and specific messaging
- Demonstrated acumen working cross-functionally across units in a complex organization
- Ability to work independently, solve problems, make decisions and clearly explain one’s thinking and rationale for decisions
- Demonstrated experience working with academics and/or thought leaders, translating complex concepts into messages tailored for different audiences with different degrees of domain knowledge
- Exceptional attention to detail, quality and production values
- Professionalism and ability to deliver and receive rigorous and constructive editorial critique
- A customer-service orientation
- Ability to thrive in a fast-paced work environment and to pursue multiple projects simultaneously

**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

**Working Environment**
Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse; 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.

**Department Statement**
ASU’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leader in teacher preparation, leadership development and scholarly research, Mary Lou Fulton Teachers College prepares over 7,600 educators annually. MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching and the effects of education policy. 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 capabilities of individual educators and the performance of education systems.

Aligned with ASU’s commitment to justice, equity, diversity and inclusion, MLFTC is committed to advancing systemic equity in our curricula, programming and institutional relationships. The college’s core value of [Principled Innovation](#) connects individual decision making to the pursuit of systemic equity.

**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 80,000 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.

**COVID-19 Vaccination Requirements:** Arizona State University is a federal contractor and subject to federal regulations which may require you to produce a record of a COVID-19 vaccination. For questions about medical or religious accommodations, please visit the Office of Diversity, Equity and Inclusion’s webpage

ASU is a tobacco-free university. For details visit [https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco](https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco)
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.

**Notice of Availability of the ASU Annual Security and Fire Safety Report**
In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU’s Annual Security and Fire Safety Report is available online at [https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf](https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf). You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.

Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit [https://cfo.asu.edu/az-resources](https://cfo.asu.edu/az-resources).

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<tr>
<th>Employment Verification</th>
<th>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</th>
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<tr>
<td>Fingerprint Check Statement</td>
<td>This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.</td>
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<td>Instructions to Apply</td>
<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. ASU does not pay for travel expenses associated with interviews, unless otherwise indicated. Only electronic applications are accepted for this position. #78771BR</td>
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