Communications & Marketing Manager, 
Next Education Workforce  
(Job Number: 101701BR)

<table>
<thead>
<tr>
<th>Campus</th>
<th>Tempe or West Valley</th>
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<tbody>
<tr>
<td>Full-Time/Part-Time</td>
<td>Full-Time</td>
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<tr>
<td>Grant Funded Position</td>
<td>This is grant funded position and is contingent on future grant funding.</td>
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<tr>
<td>Salary</td>
<td>$62,400 - $75,000 per year; DOE</td>
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<tr>
<td>Close Date</td>
<td>June 13, 2024</td>
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**Job Description**

Arizona State University’s Mary Lou Fulton Teachers College seeks a skilled Communications & Marketing Manager to support the growth of an education initiative that’s creating meaningful change for learners, educators and communities.

This position could be based at either Tempe or West Valley campuses in the Phoenix metro area. Candidates may have the option of some remote work based on the needs of the college and the qualifications of the candidate.

The person hired for this role will join the [Next Education Workforce Initiative](https://www.asu.edu). We are a growing team that is honored to work closely with K—12 systems, schools and organizations to improve student outcomes and teacher working conditions. In this role, the program manager will create and deliver marketing and communications tailored to education leaders who are designing and implementing staffing changes that address the root causes of low and inequitable student outcomes and teacher shortages.

An ideal candidate for this position will have (1) strong writing abilities, including experience writing for print, broadcast and electronic mediums, including blogs, news, newsletters, email, social media, web copy, resources and reports (2) strong organizational skills with a track record for detail-oriented project and task management; and (3) a demonstrated interest in education.

We celebrate a start-up culture where initiative, creativity and a willingness to embrace ambiguity are highly valued. If you thrive in a fast-paced environment, take the lead to explore new possibilities, and appreciate the challenge of building something remarkable from the ground up, we encourage you to join our team.

**This is a grant-funded position is contingent on future grant funding.**

**Minimum Qualifications**

Bachelor's degree in Communications, Journalism, Public Relations, Marketing or closely related field AND five (5) years of experience in a public relations/marketing role; OR, Any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved.

**Work Environment**

Most activities are performed in an environmentally controlled office setting subject to extended periods of being stationary, keyboarding and manipulating a computer mouse. Frequent moving of items up to 25 pounds. Regular activities require the ability to quickly change priorities, which may include and/or are subject to resolution.
of conflicts. May be required to perform tasks in the field within and/or across University campuses.

### Essential Duties

**Communications**
- Plans, develops and produces high-quality and effective communications for target audiences, in a variety of formats including blogs, news, newsletters, social media, web copy, resources and reports, to drive lead generation, grow the reputation and understanding of the initiative’s work and communicate with partners.
- Develops strategy, tactics, key messages, content and collateral to support professional learning, events and resources for educators.
- Writes and contributes to grant reports, including collecting and organizing progress reports, testimonials and other information necessary for effective donor communications.

**Marketing**
- Plans, develops and delivers marketing campaigns and projects, including email, brochures, promotional materials, flyers, graphics and event collateral, to help meet product, offering, event and program registration targets.
- Coordinates with vendors such as graphic design firms, video editors, etc. relevant to ongoing marketing communications projects and monitors the use of brand and graphic standards.
- Maintains digital and creative content archives, adhering to best practices and brand and accessibility standards for video, graphics and logos.
- Collaborates with data team to create and manage email marketing lists and campaigns.
- Oversees the organizational website(s), ensuring timely posting of news, products, offerings and events, and ensuring continuous improvement of the institute’s web strategies.

**Project management**
- Works closely and collaboratively with stakeholders to set the scope, strategy, key milestones, budget and outcomes for projects.
- Proactively communicates project milestones and deadlines to stakeholders and regularly monitor and manage tasks, milestones and deadlines from the initial conception of the event to its successful completion.
- Keeps task assignments up-to-date in project plans, project management systems and on websites.
- Assists with developing workflow procedures and associated processes to optimize the execution of projects and events.
- Provides occasional on-site presence and support to ensure successful events that meet organizational goals and expectations.
- Performs other duties related to the Next Education Workforce as required.

### Desired Qualifications

Bachelor’s degree and experience in the fields of communications, marketing and education.

The desired candidate will have experience in the following areas:

*Developing multi-faceted communications:*
- Managing content calendars
- Writing for a range of audiences and formats
- Translating complex concepts into prose appropriate for the level of understanding of the target audience
• Editing and proofreading
• Publishing to a variety of web-based platforms

**Developing audience-focused marketing plans:**
• Managing marketing lists and tailoring communication through a variety of platforms and systems, such as email and registration platforms, customer relation management software (Stova, Salesforce, WordPress, etc.)
• Creating and managing marketing campaigns and collateral
• Using data to drive decision-making

**Managing concurrent projects:**
• Managing several complex, sometimes ambiguous project plans and seeing them through from initial conception to implementation and evaluation

**Planning and problem-solving:**
• Supporting stakeholders in solving problems, building consensus, prioritizing and making decisions

**Developing and sustaining relationships:**
• Building and supporting collaborative networks and project teams
• Strong interpersonal and relationship skills with the desire to do people-centered work
• Ability to foster sustained relationships and partnerships both internally and externally with diverse stakeholders
• A community-oriented and collaborative approach

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**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 8,000 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 charter, MLFTC is committed to advancing inclusive excellence in our curricula, programming and institutional relationships. The college’s core value of **Principled Innovation** connects individual decision making to the pursuit of inclusive excellence.

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**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.

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.

**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/relocation-services](https://cfo.asu.edu/relocation-services).

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<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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<tr>
<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. Only electronic applications are accepted for this position. [<a href="https://cfo.asu.edu/applicant">https://cfo.asu.edu/applicant</a> Job #101701BR](<a href="https://cfo.asu.edu/applicant">https://cfo.asu.edu/applicant</a> Job #101701BR)</td>
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