

Communications Specialist (Job Number: 96687BR)

Campus Location	West Valley
Department Name	Mary Lou Fulton Teachers College
Full-Time/Part-Time	Full-Time
Grant Funded Position	This is not grant funded position and is not contingent on future grant funding.
Salary	\$43,900 to \$70,000 per year; DOE
Close Date	November 27, 2023
Job Description	<p>Arizona State University's Mary Lou Fulton Teachers College is hiring a versatile communications specialist with expertise in writing and copy editing to help shape and change the national conversation about education.</p> <p>Mary Lou Fulton Teachers College is nationally recognized as a leading innovator in teacher education and in scholarly research.</p> <p>Reporting to the communications director, the communications specialist will be part of a dynamic marketing and advancement team that strengthens the college's engagement with a number of constituencies: prospective students for bachelor's, master's and doctoral programs; professional educators looking to deepen their knowledge and advance in the profession; alumni; foundations; and media, policymakers, and influencers involved in national conversations about education.</p> <p>The communications specialist will develop and write stories designed to advance the college's objectives in recruiting students, strengthening national and global reputation, and inspiring philanthropic support. Successful candidates will be comfortable generating content that highlights the college's strategic priorities, student and alumni achievements, and the research and intellectual capital of the college.</p> <p>Deliverables are likely to include web content, social media posts, video scripts, quick-hitting news stories, and long-form features about the impact of the college, its people, and its ideas. The communications specialist will maintain copy editing standards and adhere to the MLFTC style guide.</p> <p>Key internal partners will include writers, graphic designers, and marketers, as well as members of the recruitment, development, and events teams. The ability to align deliverables with agreed-upon marketing and communications strategies is essential, as is the ability to exchange constructive criticism and to make revisions as directed.</p> <p>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.</p>

Essential Duties	<ul style="list-style-type: none"> • Write stories about the college’s people, strategic initiatives, and research production • Develop and adapt content for use on web, print, video and audio • Write social media posts • Collaborate with graphic designers • Copyedit and proofread the work of peers • Interview and correspond with faculty about the content of their research and sponsored projects • Participate in team meetings on strategy and execution of communications deliverables
Minimum Qualifications	<p>Bachelor's degree in Journalism, English, Communications, Marketing, Education or a related field AND three (3) years of related work experience in the development of comprehensive and creative communication; OR seven (7) years of related work experience; OR Any equivalent combination of experience and or education from which comparable knowledge, skills, and abilities have been achieved. Certificates from recognized programs that verify mastery of tools and techniques relevant to the assignment may substitute for up to six (6) months of experience.</p>
Desired Qualifications	<ul style="list-style-type: none"> • Evidence of a portfolio of written work demonstrating the ability to write effectively in a variety of formats for a range of purposes and audiences • Ability to tailor messages and formats to target audiences • Evidence of outstanding editorial skills, including copyediting peers’ work and proofreading • Experience adhering to style guides and brand standards • Experience managing and meeting the expectations of both clients and supervisors • Experience in work requiring attention to detail • Experience in engaging with constructive editorial critique • Experience in working in a fast-paced work environment and the ability to pursue multiple projects simultaneously • Experience working with a wide range of technologies and tools such as Google Suite, Adobe Creative Suite, Microsoft Outlook, Slack, Zoom and an ability to adopt new technologies as the organization adapts to changing needs and workflows
Working Environment	<p>Activities are primarily performed in a regular, climate-controlled office setting subject to extended periods of sitting, standing, walking; visual acuity and manual dexterity associated with daily use of desktop computer; bending, stooping, reaching and lifting up to 20 pounds; ability to clearly communicate to perform essential duties; regular review of completed tasks.</p> <p>ASU is a diverse enterprise with a wide variety of work and learning modes, locations and a commitment to sustainability, innovation and employee work-life balance. We are determined to maintain our position as an employer of choice in a competitive labor market.</p> <p>Flexible work options</p> <ul style="list-style-type: none"> • Alternative work schedules can include four, 10-hour workdays in a workweek; a nine-day, 80-hour schedule over two workweeks for exempt employees only; and staggered start and stop times. • Hybrid work is an arrangement where employees spend a minimum of 60% of their regular workweek at their primary ASU work location. Dean or vice president-level approval is required.

Department Statement	<p>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.</p> <p>Aligned with ASU’s charter, MLFTC is committed to inclusion and student success. The college’s core value of Principled Innovation connects individual decision making with the social, cultural, emotional and educational needs of others while creating positive change for humanity.</p>
ASU Statement	<p>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.</p> <p>ASU is a tobacco-free university. For details visit https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco</p> <p>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.</p> <p><u>Notice of Availability of the ASU Annual Security and Fire Safety Report</u> 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. You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.</p> <p>Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit https://cfo.asu.edu/az-resources.</p>
Employment Verification	<p>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</p>
Fingerprint Check Statement	<p>This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.</p>

Instructions to Apply	<p>Application deadline is 3:00PM Arizona time on the date indicated.</p> <p>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.</p> <p>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</p> <p>ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.</p> <p>Only electronic applications are accepted for this position. 96687BR</p>
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