

Senior Communications Specialist (Job Requisition ID: JR107314)

Department Statement	<p>ASU's Mary Lou Fulton College for Teaching and Learning Innovation 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 College for Teaching and Learning Innovation prepares over 8,000 educators annually. MLFC 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. MLFC mobilizes people through bachelor's, master's and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement. MLFC 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, MLFC is committed to advancing inclusive excellence in our curricula, programming and institutional relationships.</p>
Time Type	Full-Time
Max Pay	\$85,000 per year
Job Description	<p>Salary Range: \$62,000 - \$85,000 per year; DOE</p> <p>The Educational Media Innovation Studio (EMIS) at ASU's Mary Lou Fulton College for Teaching and Learning Innovation (MLFC) is a hub for media-rich teaching and learning. In collaboration with Verse Video Education, the maker of the Poetry in America PBS series, we design high-quality educational media centered on the human experience, and we guide educators of all kinds in harnessing media's power to engage and inspire.</p> <p>Under administrative direction of the EMIS Program Director, the Senior Communications Specialist executes and contributes to the ongoing development of a comprehensive marketing and communications strategy for the Educational Media Innovation Studio at MLFC and its affiliated entity Verse Video Education, supporting both public television broadcast and educational efforts. The Senior Communications Specialist plays a critical role in content creation, audience engagement, and partner communications across digital platforms, educational outreach, television promotion, and development. This individual will collaborate closely with colleagues, consultants, and interns to ensure cohesive messaging and brand alignment across media.</p>
Essential Duties	<ul style="list-style-type: none"> • Draft compelling social media content across platforms including Instagram, X (Twitter), Facebook, TikTok, and LinkedIn, including turnkey posts for partners and guests. • Review and revise social media posts and blog content generated by interns; provide feedback to develop intern skill sets.

	<ul style="list-style-type: none"> • Maintain and update promotional calendars tied to programs and broadcast schedule. • Monitor and engage with social media accounts and generic email inboxes to maintain audience connection and responsiveness. • Write first drafts for myriad communications pieces—in a variety of genres—using familiarity with EMIS’s “house style,” success metrics, and audience trends to guide content. • Update and manage contact lists as new partners, donors, and prospects are onboarded. • Draft and manage professional correspondence with external stakeholders including donors, featured talent, agents, publishers, and partner organizations. • Attend team meetings and contribute insight to strategy execution and outreach efforts. • Ensure weekly quality control checks of websites and maintain editorial oversight of content. • Collect and file relevant marketing metrics, including social media analytics (via Sprout Social or Hootsuite), website data (via WordPress), and PBS streaming and royalty reports. • Prepare organized quarterly reporting for review and analysis. • Support special campaigns, events, and other communications initiatives as assigned. • Additional responsibilities as assigned.
Desired Qualifications	<ul style="list-style-type: none"> • Exceptional writing and editing skills, with the ability to produce strong, audience-sensitive content in a consistent house style. • High level of attention to detail and proofreading accuracy. • Demonstrated ability to communicate across diverse audiences (e.g., educators, PBS viewers, talent agents, and internal teams). • Familiarity with or interest in arts, humanities, poetry, or public media. • Curiosity and analytic instincts around content performance and social engagement. • Comfortable working independently in a remote, fast-paced, and creative environment. • Technical proficiency in any of the following tools is a plus but not required: G-Suite, MailChimp, WordPress, Vimeo, Hootsuite, Adobe Creative Suite (Premiere, Illustrator, Photoshop), Hootsuite, or Sprout Social. • Skill in dealing with diverse topics including confidential and sensitive information. • Skill in organizing work, meeting deadlines, and operating efficiently in a fast-paced work environment. • Skill in interpersonal relations and in establishing and maintaining effective working relationships. • Skill in word processing applications and comfort working with database applications. • Skill in establishing and maintaining effective working relationships with professional organizations, media, university administrators, faculty and staff. • Ability to work well with the University’s constituencies. • Ability to draw upon a wide range of intellectual and cultural resources and to remain well read.

	<ul style="list-style-type: none"> • Ability to exercise a high degree of judgment and diplomacy with a commitment to confidentiality. • Ability to stimulate changes in individual, institutional, and corporate behaviors to create a more sustainable environment. • Ability to lead by example in communicating, participating and encouraging support of the institution's sustainability programs. • Evidence of effective communication
Working Environment	<ul style="list-style-type: none"> • Activities are performed remotely or 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 and regular activities require ability to quickly change priorities, which may include and/or are subject to resolution of conflicts.
Minimum Qualifications	Bachelor's degree and five (5) years of experience appropriate to the area of assignment/field; OR, Any equivalent combination of experience and/or training from which comparable knowledge, skills and abilities have been achieved.
Location	Campus: Tempe
Funding	This is a grant funded position and is contingent upon future grant funding.
Posting End Date	July 7, 2025
Instructions to Apply	<p><i>Current Employees and Students should apply directly within Workday using the Jobs Hub. Use this link and log in using SSO:</i></p> <p>To be considered, your application must include all of the following attachments:</p> <ul style="list-style-type: none"> • Cover letter • Resume/CV <p>Note: Multiple documents can be submitted into the attachment box. Alternatively, merge all documents into one PDF for submission.</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. Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position. NOTE: GA and Intern positions are counted as .5 for job experience (ie. 1 year equals 6 months experience equivalency). Only electronic applications are accepted for this position.</p> <p>Need help finding the right job? We can recommend jobs specifically for you! Create a custom Job Alert by selecting criteria that suit your career interests.</p> <p>Apply before <u>midnight Arizona time</u> on the <u>day before the 'End Date'</u> shown on the top right of this job posting.</p>
ASU Statement	<p>ASU Statement</p> <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 100,000 students in</p>

	<p>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 receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other basis protected by law.</p> <p>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. 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	ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.
Background Check Statement	ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.
Fingerprint Check Statement	Fingerprints are not required for this position.