
POSITION DESCRIPTION INFORMATION

To edit an approved Position Description scroll to the bottom of the form and press Update PD
Click OK in the pop-up window that appears to reset the approval process

POSITION INFORMATION

Type of Action Requested:* New (Create a new Position Description)

Internal Team:* FL-Talent Acquisition and Recruit - 10396

Job Code/Employee Classification:* Administrator II
Job Code: **3312**

Classification Title: Administrator II

MPP Job Code: U209

Position Number: Director, Executive Communication
Position no: FL-10009974

CSU Working Title:* Director, Executive Communications

Salary Range/Grade: 3312-RANGE A-Grade-1
Minimum: \$ 4,812.00
Maximum: \$ 15,449.00
Pay Frequency:

Reports to Supervisor: Elva Rubalcava

Reports To:* Interim Chief of Staff and AVP for
Government and Community
Relations
Position no: FL-10004619

Campus:* Fullerton

Division:* President's Office

College/Program:* President's Office

Department:* President's Office - 10189

FLSA Status: Exempt

Hiring Type: At-will

Workplace Type (Exclude Inst Fac): On-site (work in-person at business location)

Pay Plan: 12 Months

Pay Plan Months Off:

POSITION DESIGNATION

Mandated Reporter:* Limited - The person holding this position is considered a limited mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083, revised July 21, 2017.

Conflict of Interest:* None

NCAA: Yes No

Is this a Sensitive Position?: Yes No

Care of People (including minors) Animals and Property: No

Authority to commit financial resources: No

Access/control over cash cards and expenditure: No

Access/possession of master/sub-master keys: No

Access to controlled or hazardous substances: No

Access/responsibility to personal info: Yes

Control over Campus business processes: No

Responsibilities requiring license or other: No

Responsibility for use of commercial equipment: No

Is this a Campus Security Authority (CSA): Yes No

Serves a security function: No

Designated recipient for crime/misconduct reports: No

Significant responsibility for Student Activities: No

Significant responsibility for Campus Activities: No

Job Summary/Basic Function:* The Director of Executive Communications advances the institutional mission and priorities through transparent, timely, impactful, and authentic messaging and communications while elevating California State University, Fullerton's reputation, priorities, and leadership voices. The position reports to the Chief of Staff within the Office of the President and is responsible for producing, organizing, managing, and executing multi-channel communication strategies, content production, and activities on behalf of the President. The Director of Executive Communications is responsible for leading communication strategy development while cultivating and maintaining effective relationships across the university and with community partners. The position ensures cogent articulation of the President's goals, objectives, and priorities in the delivery of the university's mission, values, and strategic direction through comprehensive and integrated, multi-channel communication strategies including, but not limited to, speechwriting, presentations, event support, scripts, social media content, high-profile correspondence, special reports, university-owned communication platforms website, and stakeholder and campus messaging. The role requires a proactive, strategic thinker with an eye toward excellence and a high standard of ethics, discretion, and confidentiality in dealing with internal and external constituencies and stakeholders. Other duties as assigned.

Minimum Qualifications:* Bachelor's degree from an accredited four-year college of university in Journalism, Public Relations, Communications, English, or related field. Five to seven years of professional experience writing executive or legislative communications for public or private sector senior executives. Demonstrated excellent written communication skills, specifically as an executive speechwriter. Experience managing voice and message strategies. Demonstrated ability to develop, analyze, use, and present data and metrics as part of the project management process. Experience working effectively with a wide range of collaborators—including academic environments, executive leadership, stakeholders, influencers, staff, alumni, community groups, donors, and elected officials.

Knowledge of methods for researching and identifying communication needs and target audiences through knowledge of web and social media communication platforms, tools, and best practices. Knowledge of interview techniques to effectively define and deliver messages. Ability to interview, research, and write for web, print, and social media. Knowledge of policies, procedures, and regulations pertaining to discrimination, harassment, or related in a public sector organization. Knowledge of relevant Federal and State laws, CSU Executive Orders, and California State University, Fullerton policies. Knowledge of the complexity of historical, national, and local contexts regarding race and equity. Demonstrated project management skills. Excellent communication skills, both orally and in writing, including communicating with empathy, accuracy, and cultural competency at all work levels. Experience with data visualization tools and graphic design is desirable. Excellent interpersonal skills to establish and maintain professional relationships with students, staff, faculty, campus, and system-wide administrators, and visitors to the campus community. Skill in communicating with tact and diplomacy. Skill in utilizing various software applications such as Word, Excel, Google Chrome, and Google Suite with a high degree of accuracy and speed. Knowledge of AI or ChatGPT and impact on communications and content strategies. Ability to function independently and organize workload with close attention to detail, manage multiple tasks and timelines, and make appropriate decisions following campus policies and procedures. Demonstrated technology savviness, including knowledge and experience in various communication channels, project management, and data capture platforms to design and capture multichannel content distribution.

Required Qualifications:

Preferred Qualifications: Master's degree in Journalism, Public Relations, Communications, English, or related field. Minimum of eight years of experience working on executive-level projects. Experience working within an academic setting. Experience with social media, digital, in-person and traditional environments to communicate with various audiences. Experience working with confidential and sensitive information. Experience with data visualization tools, web editing, and graphic design. Experience using digital and multichannel platforms including web, social media, and traditional formats to effectively communicate to a portfolio of diverse audiences. Experience working in a fast-paced environment. Experience in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.

Special Conditions:

License / Certification:

Supervises Employees:* Yes No

If position supervises other employees; list position titles:

Job Duties

JOB DUTIES

% of time	Duties / Responsibilities	Essential / Marginal
95%	<ul style="list-style-type: none">• 95% - Executive Communications<ul style="list-style-type: none">o Responsible for producing communication strategies and content that translate complexities to diverse internal and external audiences.o Creates and manages the creation of messages across multiple platforms including social media, website, and planning calendars on behalf of the President.o Develops program overviews and guidelines and manages project administration and implementation timelines.o Drafts, tracks, and maintains communications effectiveness through data, metrics, and outcomes toward impact to ensure achievement of goals using project management platforms.o Leads proactive communications strategy on behalf of President to inform and engage campus constituents and project stakeholders.o Develops a deep understanding of the multiple internal and external audiences of Presidential communication and uses that understanding in tailoring messaging.o Conducts research and/or assessment to develop project/initiative processes, timelines, budgets, resources, and schedules.o Serves as an advisor to the Chief of Staff, keeping them informed of changing context and emerging issues that could affect the university's mission, and reputation, or impact the success of the implementation of institutional initiatives and projects.o Prepares executive-level presentations, summaries, reports, briefings, talking points, and other communications for the President.o Partners with and develops strong relationships with key community groups and leaders on issues relevant to Presidential initiatives including the operations management and creation of communications and appreciation deliverables such as collateral and gift acknowledgements.o Conducts research and prepares reports and white papers as delegated by the Chief of Staff and President.o Develops quarterly and annual reporting on assigned projects and initiatives, including relevant national, local, and campus-wide trends and needs for identified university populations.	Essential
5%	<p>5% - Other duties as assigned</p> <ul style="list-style-type: none">o Performs other related duties as assigned by the President or Chief of Staff.	Essential

SELECTION CRITERIA

There are no items to show

Physical Mental and Environmental Demands

**** Physical Mental and Environmental Requirements Must be Completed for all Positions ****

Please indicate the frequency (Constantly; Frequently; Occasionally; or Never) and whether or not the requirement is essential.

Physical and Mental Requirements

Bending:	Frequently - Essential
Climbing:	Occasionally - Essential
Concentrating:	Constantly - Essential
Crawling:	Frequently - Essential
Decision Making:	Frequently - Essential
Keyboarding and Mousing:	Constantly - Essential
Lifting or Carrying up to 10 lbs.:	Frequently - Essential
Lifting or Carrying up to 25 lbs.:	Frequently Essential
Lifting or Carrying up to 50 lbs.:	Frequently - Essential
Lifting or Carrying over 50 lbs.:	Frequently - Essential
Performing Calculations:	Frequently - Essential
Pushing or Pulling:	Constantly - Essential
Reaching Overhead:	Occasionally - Essential
Repetitive Motion of Upper Extremities:	Occasionally - Essential
Sitting:	Frequently - Essential
Standing:	Frequently - Essential
Stooping Kneeling or Squatting:	Constantly - Essential
Walking:	Frequently - Essential

To add additional Physical and Mental Requirements - Please provide the 1) Physical and/or Mental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

Other Physical & Mental Requirement No. 1

Description:

Other Physical and Mental Req No.1 Frequency:

Other Physical & Mental Requirement No. 2

Description:

Other Physical and Mental Req No.2 Frequency:

Other Physical & Mental Requirement No. 3

Description:

Other Physical and Mental Req No.3 Frequency:

Other Physical & Mental Requirements:

Environmental Requirements

Drive motorized equipment:	Never
Excessive Noise:	Occasionally
Hazards:	Frequently - Essential
Outdoor:	Frequently - Essential
Elevated Work:	Occasionally
Extreme Temperature (hot or cold):	Occasionally
Indoor (Typical office environment):	Constantly - Essential

To add additional Environmental Requirements - Please provide the 1) Environmental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

Other Environmental Requirement No. 1

Description:

Other Environmental Req No.1 Frequency:

Other Environmental Requirement No. 2
Description:

Other Environmental Req No.2 Frequency:

Other Environmental Requirement No. 3
Description:

Other Environmental Req No.3 Frequency:

Other Environmental Requirements:

POSTING DETAILS

Advertising Summary:

(Hiring range depending on qualifications, not anticipated to exceed \$11,700 - \$14,300 per month)

Advertisement text:

USERS AND APPROVALS

Justification for Position:

Hiring Administrator:*

Chris Schloffer

Email address: cschloffer@fullerton.edu

Approval process:*

FL - PD Approval (HR Only)

1. HR Classifier:

Chris Schloffer  Approved Oct 21, 2024

HR/Faculty Affairs Representative:*

Chris Schloffer

Email address: cschloffer@fullerton.edu