



POSITION DESCRIPTION

Department:	University Communications and Marketing
Classification Title:	Administrator I
Working Title:	Senior Communications Strategist
FLSA Status:	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt
Incumbent:	

Position Summary

University Communications and Marketing (UCM) serves as the ambassadors, stewards and protectors of Cal Poly’s reputation and brand. We tell the story of what sets the university apart, such as the power of Cal Poly’s hands-on, Learn by Doing philosophy; the achievements of its accomplished students, faculty, staff and alumni; and its spectacular location on the Central Coast of California that allows its people to make impacts locally, throughout California and around the world.

Under general direction of the Associate Vice President, the Senior Communications Strategist advances Cal Poly’s university-wide communications and marketing goals in partnership with specific colleges and divisions through strategic planning. This position provides strategic communications and marketing leadership, operational direction and is responsible for implementing best practices with their assigned colleges/divisions. The Senior Communications Strategist also provides guidance and recommendations about resource allocation among their assigned colleges and divisions. As a critical liaison between UCM and colleges and divisions, the Senior Communications Strategist will partner with units to guide and facilitate the strategic planning process, enhance coordination and collaboration with UCM, and provide strategic marketing and communications counsel.

Duties and Responsibilities

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

Essential Job Functions	Daily	90%
<ol style="list-style-type: none"> Oversee, guide and support the colleges and divisions through the development and refinement of their annual strategic communications and marketing plans; provide access to best practices, central resources and expertise; provide review and feedback of plans on behalf of UCM; coordinate approvals with UCM leadership. Develop and maintain strong relationships with communicators and leadership within the university’s colleges and divisions, and serve as liaison and point of connection between them and UCM. Ensure coordination and alignment of campus communications and messaging both internally and externally for all assigned colleges and divisions. Contribute to the formation of and articulate strategic communications and marketing goals of the university, as well as assigned colleges/divisions, ensuring that college/division goals align with and support the goals and priorities of the university. Develop and foster a deep understanding of university, college and departmental communications and marketing goals, needs, capabilities, and challenges. 		

6. Advance execution of the university's brand strategy within the colleges and units to build greater target audience affinity and drive desired results; ensure brand standards are well understood and championed in the colleges and divisions.
7. Foster shared culture, identity, mindset and understanding by continuously nurturing collaboration between communications and marketing professionals in UCM and the colleges and divisions.
8. Encourage a digital-first mindset that prioritizes the measurability and efficiencies of digital communications and marketing.
9. Work in coordination with the UCM leadership team to establish and support strong central processes and workflows; ensure they are well understood by campus.
10. Provide professional development and growth opportunities for the college and divisional communicators and work to integrate appropriate goals and metrics into their professional development plans.
11. Determine and deliver training needs for communications and marketing colleagues across campus.
12. Provide input for performance evaluations of lead communicators and marketers within assigned colleges/divisions.
13. Lead and coordinate meetings and trainings with campus, including the Communications Leadership Council and MarCom Connection.
14. Serve as representative and advocate of assigned colleges/divisions at UCM's Storytelling meetings.

Related Job Functions

As Needed

10%

1. Perform other job-related duties and special projects as assigned.
2. Maintain currency in the knowledge and skills necessary to facilitate industry-leading solutions.

Required Education, Experience, and Credentials

Education and Experience:

- Equivalent to graduation from a four-year college or university and five years of progressively responsible professional experience in marketing and public relations, communications, or a related field. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Required Skills, Knowledge, and Abilities

1. Demonstrated expertise in strategic brand building and reputation enhancement.
2. Demonstrated experience in creating and executing strategic communications and marketing plans.
3. Demonstrated ability to provide lead work direction, develop and coach others in the creation of effective and efficient strategic communications and marketing plans.
4. Experience anticipating long-range consequences of decisions and strategizing accordingly.
5. Effective leadership skills, including the ability to effectively utilize available resources, direct, guide and develop staff. Must be able to lead staff in meeting goals, with the ability to evaluate and adjust as needed.
6. Excellent time-management, planning and organizational skills and ability to multi-task while attending to detail, and meet the demands of multiple deadlines. Ability to manage individuals and projects in an evolving and dynamic environment.

7. Ability to maintain high quality/standards of work, initiative, problem solving, commitment, creativity, professional responsibility and judgement, ability to represent the university and its interests in a professional and conscientious manner.
8. Demonstrated skill in writing and presenting, so as to engage effectively with and influence a wide range of constituencies.
9. Demonstrated ability to inspire a shared vision and influence across all levels and functions of an organization.
10. Strong problem solving and project management skills, with the ability to prioritize and manage work within limited resources.
11. Demonstrated track record of using tact and diplomacy.
12. Excellent interpersonal skills and the demonstrated ability to effectively interact with diverse individuals/groups.
13. Demonstrated ability to successfully handle multiple, competing priorities in a complex organizational culture.
14. Demonstrated experience developing publications, websites and digital communications
15. Experience with and understanding of media relations.
16. Ability to work independently, be organized and exercise sound judgement and discretion.
17. Ability to determine and set goals/priorities, meet deadlines, coordinate and lead work projects and work efficiently and collaboratively in a team environment.
18. Demonstrated skill working with diverse populations from various cultural backgrounds.

Preferred Skills and Experience

- Bachelor's or graduate degree in journalism, communications, marketing, public relations or a related field.
- Experience managing others.
- Experience in higher education.
- Experience working with leadership in a matrix organization.
- Demonstrated skills in an institutional environment utilizing a customer-oriented and service-centered attitude.

Special Conditions

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work overtime, occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a '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 as a condition of employment.
- Must be able to successfully pass a pre-employment background/fingerprint check.
- This position is a "designated position" in the California State University's Conflict of Interest Code. The successful candidate accepting this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.
- Full-time MPP employees are required to disclose outside employment at time of hire or within 30 days of taking additional outside employment subsequent to time of hire.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).

