

Job Description

Job Title:	Associate Vice President, Marketing and Communications
Job ID:	1265
Full/Part Time:	Full-Time
Regular/Temporary:	Regular
Job Code:	3306 Administrator III
Job Grade:	Range A
Department:	Marketing & Communications-8242

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About the University

California State University, Northridge, long known for the intellectual, social, and cultural relevance of its 200 academic programs and engaged centers; embraces innovation in community service, and hands-on experience and rigor. A minority-serving university in a globally diverse region, it is a national leader in preparing teachers for K-12 and first generation college students for graduate studies. Cal State Northridge is a park-like campus located in the San Fernando Valley with 1.8 million people, 20 miles northwest of downtown Los Angeles. 1,800 of its 35,000 students are international. Cal State Northridge is a welcoming university; we value accessibility, academic excellence, and student achievement.

Responsibilities

Under direct supervision by the Vice President for University Advancement, assumes responsibility for the planning, coordination, and management of the University's public relations and strategic communications program to communicate effectively the University's mission to its varied constituencies and ensure overall continuity of institutional brand consistency and image. Initiates, develops, and maintains strategies to promote the image of the University and its various programs by using market research data to determine the most effective techniques and approaches for reaching target audiences; identifies the needs and interests of various constituent groups; oversees and coordinates the development of information campaigns that communicate and strengthen the image and reputation of the University; and researches, evaluates, and proposes promotional tactics that address University marketing initiatives as they apply to internal and external audiences locally, regionally, and nationally. Works closely with academic and administrative units and serves as the principal liaison between the university and external media; oversees the office of News and Information (serving as the spokesperson on issues and/or directing media personnel to the appropriate university department or individual(s) for information); and assumes responsibility for the maintenance of university-wide graphics standards, production of a wide variety of publications (for both internal and external publics), and for the University's presence on the World Wide Web. Writes, edits, and supervises writing for University electronic and print marketing materials; selects, trains, and evaluates staff; develops and administers the department's budget; interacts with representatives of other universities and colleges; and serves on university task forces, advisory committees, and boards as needed. Performs other duties as assigned.

Qualifications

Equivalent to graduation from an accredited four-year college or university with a Bachelor's degree; Master's preferred. Equivalent to ten years of progressively responsible administrative or professional experience in public relations, press, communications, publications, or a related field (including at least two years of program management experience). Ability and specialized skills to: direct a complex public relations program including the development of strategic marketing plans for promoting the image of the university; secure cooperation from representatives of the communications media; communicate clearly ideas and recommendations both orally and in writing; manage and supervise the operation of a fast-paced and visible department; and maintain cooperative working relationships with students, staff, faculty, public agencies, private agencies, the community, and the media.

Pay, Benefits, & Work Schedule

Salary is commensurate with knowledge, skills, and experience. The university offers an excellent benefit package.

How To Apply

Please complete the on-line application/resume/curriculum vitae upload submission process in order to be considered for any open position within the university and its auxiliaries. Please include attachments with the name of three professional references and salary history for the last five years. The hiring department will contact the best qualified candidates and invite them to participate in the interview process.

Initial review begins January 15, 2010 and will continue until position is filled.

For more detailed information on the application and hiring process, please visit the link below:
<http://www-admn.csun.edu/ohrs/employment/>

Equal Employment Opportunity

The university is an Equal Opportunity Employer and does not discriminate against persons on the basis of age, disability, disabled veteran or Vietnam-era veteran status, gender, marital status, national origin, race, religion, or sexual orientation.

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