

**UC Santa Cruz  
Scotts Valley, CA**

**Director of Campus Communications  
The Initial Review Date (IRD) for this job is: 09-23-2021**

Under the direction of the Executive Director for University Communications and working closely with the Campus Provost and Executive Vice Chancellor and the Vice Chancellor for Business and Administrative Services, the incumbent is charged with developing and implementing multi-channel communication plans to advance faculty and staff understanding and appreciation of university initiatives and policies.

Aligning with campus priorities, the communications director will help strengthen community and respect through effective and transparent communications that reflect and support the campus's commitment to advance diversity, equity, and inclusion.

The ability to balance short-term communication needs with developing strategic communication plans to advance long-term strategic initiatives in a fast-paced, dynamic environment is critical to the success of the university's employee-focused communications efforts.

The Director for Campus Communications must be comfortable collaborating with colleagues at all levels across campus, throughout the system, and in the Office of the President, as well as creating and shaping communications so that they are tailored to an employee audience.

**Job Duties**

**60% - Content Creation and Management**

Working closely with the Campus Provost and Executive Vice Chancellor and the Vice Chancellor for Business and Administrative Services, the communications director develops and implements multi-channel communication plans to advance faculty and staff understanding and appreciation of university initiatives. Interprets complex issues and presents them effectively to an employee audience; adapts style, tone, and word choice to channel and address audience needs. Drives an editorial calendar that balances a variety of information to engage, support, and inspire employees across campus. Drafts, edits, proofreads, formats and distributes announcements affecting faculty and staff at UC Santa Cruz.

**20% - Stakeholder Relationships**

Forges and maintains strong relationships with colleagues across UC Santa Cruz and engages with peers across UC. Consults with campus colleagues for new topics and content based on trends within the university's competitive and cultural landscape. Contributes to communications projects from conception through completion. Works cross-functionally to support the rollout of communication campaigns/events across the university. Manages expectations to preserve stakeholder relationships and department reputation. Serves as a key member of the University Communications leadership team, working to ensure a coordinated internal and external communications program.

**10% - Reputation Management**

Supports internal brand-building and alignment. Ensures internal communications activities support public and community relations objectives. Monitors sentiment of employee audiences to identify potential reputational risks and proactively offer solutions. Manages a high volume of content, both original and submitted, ensuring mission and brand alignment.

**5% - Crisis Communications**

Actively partners with colleagues to incorporate employee perspectives in crisis communications planning and preparedness. Under supervision, communicates with internal audiences during crises, assisting with internal reputational management before, during and after such crises. Identifies reputational risks and gauging sentiment related to the university name and brand. Participates in scheduled crisis training exercises.

**5% - Miscellaneous**

Represents the unit's director at campus and systemwide meetings, conferences, and on systemwide conference calls; participates in governance activities of Communications and Marketing and University Relations by attending meetings, retreats, and planning sessions.

### **Required Qualifications**

- Excellent demonstrated ability to write clear, lively, engaging, and compelling copy in a variety of styles appropriate to target audiences, while ensuring adherence to the campus's tone and style.
- Thorough knowledge of the fundamentals of writing, grammar, syntax, style, and punctuation.
- Demonstrated fluency in the language, principles and practices that advance diversity, equity, and inclusion.
- Demonstrated ability to develop and implement strategic, long-term communication plans.
- Demonstrated ability to independently synthesize difficult material quickly and to produce high-quality, succinctly written copy under extreme deadline pressure.
- Demonstrated ability to frequently and effectively interact and collaborate with multiple stakeholders in order to develop communication plans and materials that help enhance awareness of programs, initiatives, and news.
- Demonstrated ability to collaborate effectively across units and with diverse constituencies.
- Demonstrated ability to establish and meet deadlines for all work.
- Demonstrated ability to maintain confidentiality.
- Demonstrated ability to provide advice and assistance to senior administrators regarding sensitive and/or controversial subjects.
- Demonstrated ability to maintain accurate records and files of work.
- Demonstrated ability to independently establish priorities and successfully juggle competing demands in a high production office.
- Strong understanding of the internet and Web-based technologies, including content management systems, image editing, social media, and more.

### **Preferred Qualifications**

- Bachelor's degree in related area and / or equivalent experience / training.
- Understanding the research, teaching and public service conducted at a major research university.
- Demonstrated ability to work as part of a marketing and communications team.
- Working understanding of public-information programs at a major university.

### **Special Conditions**

- Selected candidate will be required to pass a pre-employment criminal history background check.

### **Apply Online:**

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The University of California is 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, age, or protected veteran status. UC Santa Cruz is committed to excellence through diversity and strives to establish a climate that welcomes, celebrates, and promotes respect for the contributions of all students and employees.