



**Human Resources
POSITION DESCRIPTION (HR 120)**

CLASSIFICATION: Administrator I	DEPARTMENT: College of Engineering Advancement
WORKING TITLE: Director of Marketing & Communications	FLSA: Exempt
	INCUMBENT:

PURPOSE:

The College of Engineering (CENG) Advancement Office is responsible for strategic planning and policy regarding all aspects of CENG marketing, communications and efforts to secure private funding to support the mission and vision of the College. To fulfill this purpose, CENG Advancement works with internal and external constituents. Internal constituents include the Dean, college administrators, faculty, staff and students; other university units and campus communities; and the office of University Advancement. Externally, CENG Advancement is responsible for facilitating interactions with strategic partners, including donors, alumni, friends, parents, corporations, foundations, media and volunteers.

The marketing and communications function of CENG Advancement (Marketing & Communications) promotes the College and its programs to a state, national, and worldwide audience and positions the College to meet its strategic and long-term objectives. Marketing & Communications also develops the communications messaging and plan for College fundraising, donor stewardship, and alumni engagement. Marketing & Communications develops and enhances relationships between the CENG and students, alumni, parents and industry. In particular, Marketing & Communications provides information about the College’s departments, programs, and activities to constituents and the media through publications, the College website, and other forms of communication, including magazine-length newsletters, annual reports, press releases, brochures, scripts, videos, photos, presentations, and robust electronic communications venues

The Director of Marketing & Communications reports to the Assistant Dean of Engineering Advancement and the Dean. The Director creates strategies to promote the College and University by utilizing market research analyses to develop communications for connecting and building positive relationships with target audiences and constituents, including alumni, donors, potential donors, friends, parents, students, corporations, foundations, media, and volunteers to leverage support for the CENG and Cal Poly. This position is responsible for developing a marketing strategy for the CENG component of a University-wide fundraising campaign, and to connect and interact with alumni, while enhancing the College’s public image and securing private support for the College’s strategic goals.

The Director is responsible for the strategic planning, creation and management of all aspects of document and video production, publication, and distribution. The Director is responsible for overseeing CENG website development, content, and planning to maximize the website as a communications, outreach and academic tool. The Director is also responsible for overseeing all CENG social media planning and content distribution. The Director oversees, reviews and approves all publications and electronic communications produced by the CENG departments, programs, and projects, which includes strategizing and consulting with the Department Chairs, Program Directors, University Marketing, and University Communications.

The Director is the lead position responsible for the strategic planning, writing and development of the CENG Annual Giving messaging and communications, donor acknowledgement communications, and alumni engagement communications. In this capacity, the Director collaborates and works with other key staff, including but not limited to College and University development officers, the Assistant Vice President for Alumni Outreach, the Annual Giving Director, the Assistant Vice President for Marketing, and the University Director of Media Relations.

The Director is responsible for articulating CENG’s messages and themes in all communications output, and serves as the liaison to print, broadcast and television media outlets. The Director oversees the writing and distribution of press releases, pitching stories, fielding media calls, and preparing public statements for College leaders.

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%
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Strategic Planning and Analysis: Using comprehensive knowledge of communications, public affairs, media and marketing theories, along with in-depth knowledge of University/College communication objectives, the Director of Marketing & Communications develops, promotes and controls the College and University image, themes, and messages in order to sustain and enhance its reputation as a national and worldwide leader in education. Provides strategic planning and analysis of communication, public affairs, and media and marketing programs; in particular, performs as an architect of messaging to promote the fundraising enterprise. The Director is responsible for developing marketing analysis, strategic planning, and policy regarding all aspects of Cal Poly Engineering’s marketing and communications program. Responsible for the development and analysis of policy and plans including analytical research, identification of objectives, development of themes and concepts. Provides leadership and oversees the generation of content and communication materials, including text, video and photography. Develops and presents the strategic priorities for use on

university websites, collateral materials, and donor stewardship.

The Director is the lead position responsible for the strategic planning and development of the CENG Annual Giving messaging and alumni engagement communications. In this capacity, the Director collaborates and works with key staff in College Development and Advancement, University Alumni Relations, Annual Giving, University Marketing, and University Communications.

The Director collaborates with individuals and units across campus and with University Administration and Advancement staff. In particular, the Director works closely with the Dean, Associate Dean for Research, Graduate Programs & Partnerships, Assistant Dean for Engineering Advancement, and the CENG Director of Development. The Director collaborates with the Assistant Vice President for Alumni Outreach, the Annual Giving Director, and the Assistant Vice President for University Marketing and Communications, the University and other College unit communications specialists, department chairs and faculty, industry advisors, and student leaders to address a campus, local, state, national and worldwide audience that includes alumni, donors, faculty, staff, students, industry, parents, academic constituents, and the general public.

Print and Electronic Communications, Social Networking Communications and Website Development: The Director performs as the publications editor and communications specialist, overseeing all aspects of document production, publication, and distribution for all College departments programs. The Director's oversight responsibilities include consultation, critical appraisal and analysis of department and program print and electronic communications in order to ensure the development of high quality print and electronic publications that aid in the overall positioning of the College/University. Directs the writing, production and distribution of e-communications and e-newsletters for all CENG departments, programs, and projects. Duties involved include: needs and marketing assessment; planning; researching; scheduling; hiring and working with designers, photographers, printers, mail houses; writing; editing; establishing distribution policies; and identifying target constituencies.

The Director oversees website design, development, maintenance, and the posting of articles and content to the website and social networking venues. The Director is responsible for electronic communications and strategic planning to maximize the website and social media outlets as tools for communications, marketing, outreach and academics. The Director formats, posts and directs the distribution of online newsletters and communications for the College and its academic units. The Director analyzes topic areas and oversees the collection of information for the production of written and electronic material used in the marketing and advancement program, and oversees content generation for University and College development communications.

Communications: The Director manages media relations for Cal Poly Engineering, promotes story concepts to University Marketing and University Communications, public print and broadcast media, and specialized industry media. Performs as the public spokesperson for the Dean and serves as a liaison to print, broadcast, and television media outlets. The Director is responsible for articulating messages and themes for public output, and provides leadership and oversight of the writing and distribution of press releases and press advisories.

Supervision: Supervises the CENG staff writer, designer/photographer/writer, web administrator, student assistants and alumni and industry volunteers. Explains and discusses policies and plans, assign duties; gives detailed instructions, pertinent information and timelines; reviews work; directs contacts with alumni, industry, faculty, staff, and students; explains and interprets policy; and solves problems.

Committee Participation and Professional Development: Serves as a member of the College Leadership Group, University Development and Campus Communicators Committee. Participates in and makes presentations to various advisory councils. Serves on hiring and other College and University committees. Provides expert advice to University Development, Administration, Marketing and Communications.

OTHER JOB FUNCTIONS

As Needed

10%

- Assists with the production of printed programs, PowerPoint and other presentations; proofreads and edits white papers and documents on behalf of the Dean and administrators; edits student club publications and communications; attends and consults for College and University functions and events, such as Open House, donor and advisory council functions, Project Expo and others.
- Attends professional conferences and seminars related to professional development.
- Perform other job-related duties and special projects as assigned.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE: Bachelor's degree and three years of progressively responsible experience in marketing, communications, media relations or related field.

REQUIRED QUALIFICATIONS (SKAs):

- Demonstrated expertise in communication, public affairs, media, marketing and research techniques and methods and branding theories and concepts in order to develop and execute communication strategies and imaging plans to promote and position the College.
- Expert knowledge or ability to obtain expert knowledge of college and university communication objectives and ability to translate them into effective communication and media campaigns.

- Working knowledge of and ability to apply standard theories, practices, principles and techniques related to communications in the, media and marketing areas; ability to research and identify communication needs and target audiences; thorough knowledge of web communication techniques, vehicles and formats; ability to effectively use web technology to achieve communication goals.
- Leadership skills, including the ability to establish a respectful, collaborative, and productive teamwork environment and impart instructions. Ability to direct College marketing and communication activities. Ability to supervise staff, coordinate work projects, determine priorities, set deadlines and complete projects accordingly.
- Ability to analyze situations, apply independent judgment, discretion and initiative to address problems and develop practical, thorough and creative solutions. Ability to gather and analyze data and to understand issues from a broad, strategic perspective.
- Thorough knowledge of and ability to use effectively, media outlets including planning media coverage and media publicity campaigns for the university and events. Experience in the planning, design, and completion of electronic and print media, including publications and other marketing and communications materials.
- Excellent ability to effectively communicate both verbally and in writing. Thorough knowledge of English grammar, spelling, punctuation, and modern English usage. Ability to write clear and concise final copy and to edit articles quickly and accurately. Ability to initiate and create correspondence independently.
- Excellent computer skills including working knowledge of a variety of software programs, including word processing, desktop publishing, photo editing, web page development, and web browsers. Strong aptitude for communications technology with demonstrable skills.
- Expert story development and journalistic writing skills, as well as advanced editorial skills. Knowledge of interview techniques and the ability to define and deliver messages.
- Thorough working knowledge of applicable laws pertaining to written and electronic materials, confidentiality, and news media, including libel/slander, copyright, and privacy laws. Ability to present information that meets the requirements of the media and publications involved, and that is designed for audiences of varying interests. Ability to build and manage more sophisticated media contacts.
- Exceptional interpersonal and networking skills, including listening and interpretive skills; strong consultative and persuasive skills; and expertise in working effectively and creatively with a wide variety of individuals and groups. High standards of ethical conduct and confidentiality in dealing with various internal and external constituencies.
- Strong commitment to excellence in serving constituents and the ability to work effectively with diverse individuals and groups both on and off campus. Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
- Excellent organizational and time management skills with demonstrated ability to effectively plan, coordinate, prioritize, take direction, and execute multiple projects and meet established deadlines.
- Ability to interpret, communicate and apply College/University policies, procedures, and objectives to faculty, staff, students, alumni, donors, industry representatives, and general public.
- Ability to keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage.
- Knowledge of or the ability to quickly learn University infrastructure, policies and procedures, campus on-line and mainframe systems and Advance software for tracking prospect- and donor-related activity.
- Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
- Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.

PREFERRED QUALIFICATIONS:

- A master's degree and experience in a higher education setting preferred.
- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
- Thorough knowledge of College/University objectives and priorities preferred.
- Experience in the use of new media, and new social networking sites (Facebook, Twitter, LinkedIn, Polylink).

SPECIAL CONDITIONS:

- Must be able to work occasional overtime or flexible hours, to meet publication deadlines or to attend CENG events or meetings. Must be able to drive to pick-up and deliver documents.
- 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.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).
- Must be able to successfully pass a pre-employment background/fingerprint check.
- Must will willing to travel and attend training programs off-site for occasional professional development.