

General Information

Job Description	COMM SPEC 4	Working Title	Storyteller and Manager, Marketing and Communications
Job Code	005887	Grade	24
Department Name	Undergraduate Education - D01272	Department Head	Louie Rodriguez
Supervisor	Louie Rodriguez	Effective Date	

Position(s) Directly Supervised

Job Code	Title	FTE

Generic Scope

Technical leader with a high degree of knowledge in the overall field and recognized expertise in specific areas; problem-solving frequently requires analysis of unique issues/problems without precedent and/or structure. May manage programs that include formulating strategies and administering policies, processes, and resources; functions with a high degree of autonomy.

Custom Scope

Independently oversees a comprehensive communications program for a unit or school with a large, complex communications program requiring a wide variety of communications media, including written, visual, digital and electronic, and associated technical applications. Works with management to develop and execute organizational communication and market branding strategy for a highly visible program.

Department Custom Scope

Will serve as the storyteller of UCR student success with a focus on initiatives and efforts led by the Division of Undergraduate Education (UE) at UCR. Oversees the expansion of marketing campaigns and communication materials including reports, print ads, video, photography, social media, and all other media outlets. Reporting directly to the Vice Provost, and Dean of UE, the Storyteller and Manager, Marketing and Communications functions as the top communications advisor for the Division of Undergraduate Education which includes the following departments: Office of the Vice Provost and Dean, Academic Resource Center, Xcite, Health Professions Advising Center (HPAC), Office of High Impact Practices, University Honors, and the University Writing Program (UWP). This position independently plans and executes a comprehensive communications strategy for Undergraduate Education and its units. The Manager of Marketing and Communications will create a comprehensive communications, and marketing plan to promote student success opportunities, and programs offered by Undergraduate Education. Additionally, the incumbent, in coordination with the VPDUE, will plan high impact campus communications that tell the story of Undergraduate Education, and the associated high value outcomes our services create. Communications pieces produced can include written, visual, digital, and electronic communications. This position develops strategies to enhance the website, and social media platforms for Undergraduate, and its units. Research trends, and recommends new strategies for communication, social media engagement, and brand management. With a thorough understanding of brand building, the incumbent will direct the marketing and communications efforts by delivering relevant content amongst students, faculty, staff, alumni, and corporate partners. Requires an understanding, and sensitivity to the issues, and challenges faced by higher education in the state, and nation, and UC Riverside; which is an institution designated as an MSI, HSI, HSRI, AANAPISI, Pell Grant and a first generation student serving campus. This position is primarily in-person, on campus, with hybrid work options as business allows.

Education & Experience Requirements

Education Requirements

Degree	Requirement
Bachelor's degree in related area and/or equivalent experience/training.	Required

Experience Requirements

Experience	Requirement
6 - 10 years of related experience.	Required

License Requirements

Certification Requirements

Certification	Requirement
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Educational Condition Requirements

Condition	Requirement
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Key Responsibilities

Description	% Time
<p>Manages complex comprehensive communications programs, including written, visual, digital, and electronic communications, for large, highly visible organizations.</p> <ul style="list-style-type: none"> » Leads the development, execution and assessment of a comprehensive marketing and communications strategy for Undergraduate Education. Works collaboratively with key stakeholders to increase visibility of programs and help grow access to programs. Creates and manages market research initiatives tied to organization goals. Produces communications on behalf of the Dean to include articles, press releases, profiles, briefings, blogs, collateral and/or other written material using subject matter expertise. Responsible for developing, implementing, and managing the overall social media strategy for the division Undergraduate Education. 	25
<p>Produces a variety of communication pieces in a variety of venues including written, visual, digital, and electronic communications.</p>	15
<p>Ensures production of high quality products that effectively deliver the desired message within budget and time constraints.</p> <ul style="list-style-type: none"> » Manages the content and production of high quality communication and marketing campaigns that deliver effective stories and messages about Undergraduate Education to include building and maintains excellent working relationships with key internal and external partners 	15
<p>Creates and promotes Undergraduate Education "brand" identity; maintains and monitors IA "brand" communications to both internal and external audiences within the framework of UCR global brand.</p>	15
<p>Works with management and unit directors to create, develop, and implement long and short term strategic communications plans for all units within Undergraduate Education</p>	15
<p>Identifies specific communications needs and develops the content and process for organizational improvements.</p>	10
<p>Works with departmental, college or division administration to create, develop, and implement comprehensive long and short term strategic communications plans.</p> <ul style="list-style-type: none"> » Advises and consults with divisional leadership regarding all aspects of communications, including developing strong communications strategies that effectively deliver the desired message. 	5

Knowledge, Skills & Abilities

Knowledge/Skill/Ability	Requirement
Advanced knowledge and understanding of technical applications to direct professional technical staff, or personally perform technical work, including design concepts, various media, and applications.	Required
Advanced knowledge and understanding of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.	Required
Advanced skills to advise and consult management on all aspects of communications, ranging from developing effective communication strategies to appropriately responding to inquiries regarding sensitive or complex issues or information.	Required
Advanced skills to create, develop, and implement long and short term strategic communication plans.	Required
Excellent written, verbal, interpersonal communications, active listening and political acumen skills.	Required
Excellent analytical, critical thinking, project management, and problem recognition, avoidance, and resolution skills.	Required
Demonstrated skills serving a diverse student population, particularly work with institutions designated as an MSI and/or HSI and/or AANAPISI.	Required
Thorough knowledge of location protocols and channels for communication internally and externally.	Preferred
Excellent diplomatic skills in interaction with people, organizations and community friends and supporters of Undergraduate Education at UCR.	Preferred
Advanced knowledge of the organization, including its mission, vision, goals, policies, and infrastructure; strong knowledge of current affairs and issues in higher education and/or health sciences.	Preferred
Strong knowledge of the location, its achievements, mission, vision, goals, policies, practices and infrastructure, and a strong knowledge of current affairs, issues in higher education and UCR's diverse student population.	Preferred
Demonstrated knowledge of best practices supporting equity in higher education.	Preferred
Demonstrated skill aligning communication strategic plan with divisional goals, campus academic goals, and UE's student success goals.	Preferred
Demonstrated skills working with California, Inland Empire student populations, or similar context.	Preferred

Special Requirements & Conditions

Special Condition	Requirement
Travel	Required
Travel Outside of Normal Business Hours	Required

Other Special Requirements & Conditions

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Level of Supervision Received

Direction

Environment

Working Environment

Campus

Other Requirements

Items Used

- » Standard Office Equipment

Physical Requirements

- » **Bend** : N/A
- » **Sit** : Constantly
- » **Stand** : Occasionally
- » **Walk** : Occasionally
- » **Squat** : N/A
- » **Climb** : N/A
- » **Crawl** : N/A

Mental Requirements

- » **Perform Calculations** : Occasionally
- » **Communicate Orally** : Constantly
- » **Read/Comprehend** : Constantly
- » **Write** : Constantly
- » **Reason & Analyze** : Constantly

Environmental Requirements

- » **Is exposed to excessive noise** : No
- » **Fumes** : No
- » **Is around moving machinery** : No
- » **Is exposed to marked changes in temperature and/or humidity** : No
- » **Drives motorized equipment** : No
- » **Works in confined quarters** : No
- » **Dust** : No

Critical Position

Is Critical Position: Yes

General Campus Information

University of California, Riverside

900 University Ave.
Riverside, CA 92521
Tel: (951) 827-1012

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Department Information

Human Resources

[1160 University Ave.](#)
Riverside, CA 92521

Fax: (951) 827-6493

E-mail: jobshelp@ucr.edu

Related Links

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