## CSUB JOB ANNOUNCEMENT

<table>
<thead>
<tr>
<th>Position Title:</th>
<th>DIRECTOR OF PUBLIC AFFAIRS AND COMMUNICATIONS (Administrator II)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment #:</td>
<td>#1999</td>
</tr>
<tr>
<td>Full/Part-Time:</td>
<td>Full-Time</td>
</tr>
<tr>
<td>Employment Type:</td>
<td>MPP – this administrative position is part of the California State University Management Personnel Plan. No tenure or permanent status can be achieved within the MPP.</td>
</tr>
<tr>
<td>Bargaining Unit:</td>
<td>MPP</td>
</tr>
<tr>
<td>Salary:</td>
<td>The salary is competitive, depending upon qualifications and experience of the successful candidate. This 12-month administrative position is part of the California State University Management Plan and includes an excellent benefits program.</td>
</tr>
<tr>
<td>Department:</td>
<td>Office of the President</td>
</tr>
<tr>
<td>Available:</td>
<td>Immediately</td>
</tr>
<tr>
<td>Special Conditions:</td>
<td>Background/ Fingerprint/ Credit Clearance</td>
</tr>
<tr>
<td>Sensitive Position:</td>
<td>Yes</td>
</tr>
<tr>
<td>Posted:</td>
<td>March 11, 2016</td>
</tr>
<tr>
<td>Closing Date:</td>
<td>For priority consideration, application materials must be received by April 1, 2016, however, the position will remain open until filled.</td>
</tr>
</tbody>
</table>

Positions are open to all interested applicants, both on and off campus, unless this is an on-campus only recruitment.

### APPLICATION PACKET REQUIREMENTS

This position requires (including those on campus) submission of:

- A standard CSU, Bakersfield job application (download at: [http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html](http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html))
- Names of three professional references
- Copy of degree/transcripts/typing certificate, if required
- Brief description of how you are qualified for this position by virtue of your interest, aptitude, education and experience required.

The Director of Public Affairs and Communications is the chief publicist and public information officer for California State University, Bakersfield. The director is responsible for managing university media relations and for creating and placing messages of strategic value to CSUB in media channels that reach high-value audiences targeted by the university. This is a senior management position reporting to the President of the University and works under the general supervision of the Vice President for University Advancement. The director serves as a member of the management team within University Advancement.

---

**California State University, Bakersfield** is committed to Equal Employment Opportunity. Applicants will be considered without regard to gender, race, age, color, religion, national origin, sexual orientation, genetic information, marital status, disability or covered veteran status.
Guided by the University’s vision, strategic plan, and strategic communications goals and priorities, the director develops and executes a coherent communications strategy and marketing plan to shape and manage CSUB’s image, build awareness of the university, promote its interests and programs, and position it in its region. On a day-to-day basis, the director is expected to manage both the media and public relations activities of the University. This entails breaking-news management, proactive news planning/pitching, and longer range planning to strategically position stories based on analysis of external publications and media focus, calendars, and opportunities, as well as serving as primary campus spokesperson. To meet these responsibilities, the director manages and provides direction for a public affairs coordinator/writer. Together, they are responsible for a range of internal and external communications including news releases, interviews, announcements and advisories, the University magazine (Your CSUB), and a variety of other publications including the President’s Annual Report, community viewbooks, and student recruitment materials. The director not only oversees the planning and production of these communications, ensuring that they meet journalistic as well as University strategic communications standards, but also is an active writer and key contributor.

SPECIFIC RESPONSIBILITIES:

- Serve as the University’s spokesperson in highly sensitive, complex, or emergency situations.
- Manage a comprehensive marketing and communications plan in support of CSUB’s overarching marketing, development and other strategic communications priorities and goals.
- Oversee CSUB’s new social media strategy and outreach using Facebook, Twitter, YouTube, and the CSUB Blog.
- Oversee the writing and production of promotional videos to increase the visibility of CSUB.
- Manage the content presented on the CSUB digital marquee on Stockdale Highway.
- Consult regularly and work closely with the Vice President for University Advancement to ensure that all communications and publications adhere to strategic themes and guidelines and present a seamless image of the university.
- Work to shape, reinforce and expand a specific image of the University, as defined by its strategic communications objectives, among all of its constituencies with a clear regional focus, providing leadership and setting corollary standards for other University communicators.
- Supervise the editorial and media relations work of the public affairs coordinator/writer, ensuring that assignments and work align consistently with university strategic priorities.
- Develop and maintain a forward-looking, proactive plan of news releases, interviews, articles, and stories together with targeted media that support CSUB strategic communications objectives, while also ensuring that the activities, assignments, and priorities of staff subordinates are consistent with this plan.
- Oversee day-to-day news bureau activities involving management of breaking news, handling of media and other public inquiries, and coordination with the activities, assignments, and priorities of other university personnel.
- Plan and manage a CSUB editorial calendar, aggressively and creatively seeking and capitalizing upon strategic and high-impact publicity and editorial opportunities for CSUB among the pre-determined/published editorial, content, or segment plans for periodicals, local and regional newspapers, and broadcast media.
- Provide consultation and staff advice and support to the President, Vice Presidents, and University community on public information matters including direct assistance in researching, providing information, and creating messages.
- Develop media resources such as press kits, University fact sheets, backgrounders, databases and lists of university experts.
- Prepare and assign the production of news releases about key University events, programs, and initiatives, ensuring their distribution to the media, and working aggressively to secure placements.
- Regularly contribute articles and serve as editor for Your CSUB and other publications as needed.
- Work collaboratively with media relations staff in the athletics department.
- Develop and maintain effective working relationships with industry and government partners.
- Maintain and serve as contact for the university visual identity guide and editorial standards, including approval of logo use.
- Act as the official university contact for public records act requests and manage responses to each accordingly.
- Serve as chair of the University-wide Public Affairs and Communications – Advisory Committee, and serve on sub-committees as required.

California State University, Bakersfield is committed to Equal Employment Opportunity. Applicants will be considered without regard to gender, race, age, color, religion, national origin, sexual orientation, genetic information, marital status, disability or covered veteran status.
• Respond to requests and participate in activities coordinated by the California State University.
• Participate in selected on-campus and community committees.

REQUIRED QUALIFICATIONS:
• Bachelor’s Degree in Journalism, Communications, or other related field (*attach copy of degree/transcripts to employment application*). Requires five to seven years of recent (*within five years*), increasingly responsible professional experience in media communications, public relations and three years of supervisory experience demonstrating the capacity to plan, implement, direct, and coordinate a communications program.
• Must possess strong writing skills.
• Must have experience communicating with the press and other media and strong knowledge of local and regional media contacts or a proven ability to develop such relationships quickly.
• Must have the ability to work effectively with people of diverse backgrounds, interests, and perspectives.
• Intermediate knowledge of photography and use of digital cameras for the purpose of campus publications, marketing and capturing University-related events.
• Basic knowledge of web functions, design and content development in order to maintain the University homepage, the public affairs and communications departmental homepage, and create issue-specific web pages as necessary.
• Basic knowledge of publication design and layout, including desktop publishing skills, in order to facilitate the production of publications.
• Knowledge and understanding of the role of communications and marketing in development/fundraising is highly desirable.
• Must be a strategic thinker, unequivocally committed to the practice of communications to shape, promote, and advance institutional image and interests with a commitment to the distinctive mission, vision, and values of CSUB.

PREFERRED QUALIFICATIONS: A Master’s Degree in a related field (*attach copy of degree/transcripts to employment application*) and experience in an institutional marketing, corporate communications, or agency environment is preferred.

SCREENING: Only those applicants possessing experience most directly related to the immediate needs of the office will be invited to appear before a Qualifications Appraisal Board for the purpose of appraising training, experience and interest in the position.

BACKGROUND CHECK: A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

SENSITIVE POSITION: Sensitive positions are designated by the CSU as requiring heightened scrutiny of individuals holding the position, based on potential for harm to children, concerns for the safety and security of the people, animals, or property, or heightened risk of financial loss to the CSU or individuals in the university community.

MANDATED REPORTER: 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.

DESIGNATED POSITION: This position is currently on the List of Conflict of Interest Designated Positions for CSU Bakersfield. This requires the filing of a statement of Economic Interest on an annual basis and the completion of training within 6 months of assuming office and every two years thereafter.

GENERAL INFORMATION: It is the policy of California State University; Bakersfield to hire only United States citizens and aliens lawfully authorized to work in the United States. All new employees will be required to present documentation verifying their right to accept employment. You will also be requested to present a social security card.

California State University, Bakersfield is committed to Equal Employment Opportunity. Applicants will be considered without regard to gender, race, age, color, religion, national origin, sexual orientation, genetic information, marital status, disability or covered veteran status.
at the time of initial appointment in compliance with state payroll regulations. State regulations require that every state employee sign the Oath of Allegiance prior to commencing the duties of his/her State employment, except legally employed non-citizens. These individuals are required to sign the Declaration of Permission to Work.

**APPLICATION PROCEDURE:** Official California State University, Bakersfield application forms must be completed in full and received in the Human Resources Office by 5:00 p.m. on/or postmarked by the specified closing date, unless otherwise indicated. Resumes are welcomed but will not be accepted in place of the official application. E-mailed or faxed applications or resumes will also not be accepted.

Applications are available outside the Office of Human Resources and may be downloaded from the Human Resources website. Candidates who reside outside the city of Bakersfield may contact the Office of Human Resources and request that an application be mailed to their residence. It takes a minimum of 4-6 weeks from the closing date for a position to be filled.

To check the status of your application, go to the Human Resources’ Job Opening/Status Inquiry page at [http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html](http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html) and click on the “Job Status” icon link. **Applicants will not receive individual notifications.** Upon submission, all application materials become the exclusive property of California State University, Bakersfield and will not be copied or returned.