



California State University, Stanislaus is pleased to announce the following position and invites applications.

Director of Marketing and Communications

The Director of Marketing and Communications is a full-time, 12 month, MPP (Management Personnel Plan) position and reports directly to the Dean of the Office of Extended and International Education.

Under the general direction of the Dean, the Director of Marketing and Communications has the primary responsibility for planning, coordinating, and implementing marketing and communications initiatives. The Director also works closely with the Associate Dean/Senior International Officer to enhance the marketing and communications efforts of the International Education programs. This includes strategic communication development, branding, marketing research, long-range planning and forecasting, advertising and promotions, video production, oversight of the website and social media, and Customer Relationship Management (CRM) systems.

Qualifications and Knowledge, Skills and Abilities:

The successful finalist will have a Bachelor's degree from a regionally accredited university in a discipline relevant to marketing, journalism, business, public administration, or a related field. The candidate will also have a minimum of five years of experience in marketing and communications. The successful candidate must be able to demonstrate knowledge of the following:

- Advertising, print and broadcast media purchasing and print production
- Social media and website development
- Marketing research techniques and analysis
- Exceptional organizational and time management skills
- Ability to use software applications such as Microsoft Office Suite and Adobe Design Suite
- Excellent project management skills
- Ability to interpret and effectively implement policies and Executive Orders

In addition, the ideal candidate will have a Master's degree from a regionally accredited university in a related field; five years of higher education experience, to include two years of supervisory experience. The ideal candidate will also demonstrate understanding and experience in marketing to individuals and institutions in the non-profit, education, or government sector; a proven track record of developing department level policy, procedures, and systems; and a strong understanding of non-traditional and post-traditional students.

Salary Range: Salary will be commensurate with education and experience. This is a 12-month, full-time, CSU Management Personnel Plan (MPP) position with an excellent benefits package. For detailed information on management benefits please refer to the following benefit web page:

<http://www.calstate.edu/hrs/benefits/documents/management-personnel-plan-mpp-benefits-summary.pdf>

Anticipated Starting Date and Application Procedure: The position will remain open until filled. Initial screening of candidates will begin the week of November 5, 2018. The successful candidate will be eligible to start in the position December 3, 2018.

In addition to submitting a standard CSU Stanislaus employment application (download electronic application at http://www.csustan.edu/hr/Employment_Opportunities/Management/index.html), applicants should submit a resume with a cover letter addressing qualifications, as well as names and contact information for five professional references using one of the following methods:

Email: vtaylor@csustan.edu	Mail: California State University, Stanislaus Attention: Human Resources One University Circle, MSR 320 Turlock, CA 95382	Fax: (209) 664-7011
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For questions, please call Gary Torngren at (209) 667-3078 or email vtaylor@csustan.edu.

THE UNIVERSITY: California State University, Stanislaus serves the San Joaquin Valley and is a critical educational resource for a six county region of approximately 1.5 million people. Widely recognized for its quality academic programs, the University has 10 nationally accredited programs and approximately 400 full-time faculty. Over eighty percent of full time faculty holds doctorates or terminal degrees in their fields. The University offers 41 undergraduate majors, 24 master's programs, 7 post-graduate credentials, and a doctorate in education serving 8,900 students. New instructional facilities have been built for the unique pedagogy of professional programs, laboratory sciences, and performing arts.

CSU Stanislaus continues to receive national recognition with its ranking as one of the best 373 colleges in the nation by The Princeton Review. The University was one of 12 public universities in the nation to be recognized by the American Association of State Colleges and Universities for demonstrating exceptional performance in retention and graduation rates. In addition, *U.S. News and World Report* ranks CSU Stanislaus as one of "The Top Public Universities-Master's" institutions in the West in its *America's Best Colleges* ratings. CSU Stanislaus also is recognized as a Hispanic-Serving Institution (HSI) by the U.S. Department of Education. Additional information is available at the University's Web site: www.csustan.edu.

Information contained in this announcement is subject to change with or without notice.

Applicants requiring necessary accommodations to the application process may contact the Human Resources Department at (209) 667-3351. California Relay Service is available at (800) 735-2922 voice and (800) 735-2929 TDD. As a federal contractor, we are committed to attracting a diverse applicant pool. Please consider completing the Voluntary Self-Identification of Disability form (your response will not be shared with the search committee) at: http://www.dol.gov/ofccp/regs/compliance/sec503/Voluntary_Self-Identification_of_Disability_CC-305_SD_Edit1.24.14.pdf.

Pursuant to the *Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act*, the Annual Security Report (ASR), is now available for viewing at <https://www.csustan.edu/annual-campus-security-report>. The ASR contains the current security and safety-related policy statements, emergency preparedness and evacuation information, crime prevention and sexual assault prevention information, and drug and alcohol prevention programming. The ASR also contains statistics of Clery Act crimes for Stanislaus State for the previous three years. A paper copy of the ASR is available upon request by contacting the Office of the Clery Director located at One University Circle, Turlock, CA 95382, or by calling 209-667-3572.

The university is an Equal Opportunity Employer and does not discriminate against persons on the basis of race, religion, color, ancestry, age, disability, genetic information, gender, gender identity, gender expression, marital status, medical condition, national origin, sex, sexual orientation, covered veteran status, or any other protected status. All qualified individuals are encouraged to apply. CSU Stanislaus hires only individuals lawfully authorized to work in the United States. 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.

Satisfactory completion of a background check (which includes checks of employment records, education records, criminal records, civil records; and may include motor vehicle records, professional licenses, and sex offender registries, as position requires) is required for employment. CSU will make a conditional offer of employment, which may be rescinded if the background check reveals disqualifying information, and/or it is discovered that the candidate knowingly withheld or falsified information. Failure to satisfactorily complete the background check may affect the continued employment of a current CSU employee who was conditionally offered the position. In addition, this position may be designated under the California State University's Conflict of Interest Code and, if so, will be subject to filing the Fair Political Practices Commission Form 700.

October 16, 2018