

### **Associate Vice President, Marketing and Communications**

The Arizona Board of Regents (ABOR) is seeking an Associate Vice President, Marketing and Communications to collaborate with the strategic engagement team, board and university staff and community partners in development of key communication initiatives. The successful candidate will be responsible for overseeing content strategy to reflect and advance the board's mission and the public university enterprise in Arizona.

This role is responsible for proactive content planning, development, implementation and analysis to determine reach and effectiveness. The position will be a strategic and creative thinker, adept at leading news and feature story development.

In addition to content development, the individual must be flexible to assist with various projects within the team – leading on development and deadlines.

The ideal candidate must have strong project management experience to keep projects on track and on time. The individual will manage proactive ABOR news and content to ensure accurate, timely delivery of information across multiple communication channels. This includes assigning, researching, writing, and approving content such as editorials, news releases, feature stories, talking points, speeches, scripts, webpages, collateral and more.

#### **Typical Duties:**

- Assess and guide development and updates to the board's websites.
- Collaborate with the team to provide insight and support on marketing campaigns.
- Directs the communications strategy and oversees execution of communications, publicity and marketing for varied audiences.
- Develops long-range marketing and communication plans as well as plans for specific initiatives.
- Identifies compelling stories that reflect key themes and board priorities; In collaboration with social/digital team, develops stories through text, photos and video.
- Crafts messaging and determines media platforms at local, regional, and national levels to optimize coverage of stories of interest highlighting the board's initiatives and priorities.
- Engages external media to promote messages, stories, initiatives and achievements.

- Develops strong collaborative working relationships with the universities to advance enterprise-wide stories.
- Provides leadership and counsel to staff on marketing and communications opportunities.
- Provides insights and planning for ABOR and College Ready AZ websites to optimize utilization, user experience, and ongoing development.
- Support development, logistics, and management of strategic engagement and events.

**Knowledge, Skills and Abilities:**

The successful candidate will demonstrate:

- Be a strong, collaborative leader with outstanding interpersonal skills.
- Be an excellent project manager and attentive to deadlines.
- Be a strong and seasoned writer adept at utilizing various social, digital, and traditional communication channels.
- Be a curious and critical thinker with analytical skills.
- Be well-versed in multi-media communications and be able to cultivate fresh ideas for content strategy.
- Excel at creating new, comprehensive communication plans aligned with institutional goals.
- Be self-directed and motivated.
- Be familiar with regional and national print, broadcast and electronic media outlets, and social networks, including web-based and online media/information sites.
- Be an exceptional editor and master of Associated Press style.
- Be able to meet tight deadlines and adjust to changing priorities.
- Understand public higher education and related issues and be able to write about a diverse array of subject matter regarding public higher education.
- Be results-oriented and attentive to detail.

**Minimum Qualifications:**

- Minimum qualifications include a bachelor’s degree in communications, journalism, public relations, or a closely related field and 10 years of experience in a communications role. An equivalent combination of experience and/or education from which comparable knowledge, skill, and abilities have been achieved will be considered. Professional communication experience in a higher education setting is preferred.

**Salary and Benefits:**

- Salary Range: \$80,000 to \$120,000
- This is a full-time position with health and dental benefits. This position will be enrolled in the Arizona State Retirement System. Tuition reduction benefits to Arizona public universities are available to

employees and their dependents. For a full list of available benefits, click [here](#).

- This position will be working in person at the board office Monday through Friday and may be eligible for a partial remote work schedule, subject to the needs of the office.

**How to Apply:**

Applicants should send cover letter, resume and the names and contact information of three professional references who are able to speak to the qualifications listed above to: [hr@azregents.edu](mailto:hr@azregents.edu) or Arizona Board of Regents • 2700 North Central Avenue, Suite 400 • Phoenix, Arizona 85004. The review of applicants will begin immediately.

The Arizona Board of Regents is an equal employment opportunity and affirmative action employer.