



## **Community Engagement and Communications Manager, Phoenix Bioscience Core**

The Phoenix Bioscience Core (PBC) Community Engagement and Communications Manager supports the Executive Director in the management and coordination of the PBC innovation cluster, which includes the Arizona Board of Regents, Arizona State University, Northern Arizona University, the University of Arizona, City of Phoenix, and other partners such as TGen, Exact Science, and a growing number of life science companies located on the PBC. The role would include leading communications and marketing efforts, supporting outbound business, attraction, and creation efforts, building community through events and programming, and other related functions. In conjunction with the PBC leadership team, this role will assist in developing and implementing a strategic plan in support of the PBC innovation cluster including a communications and events strategy that aligns with the goals of the PBC. This role will also manage the implementation and execution of tactics that result in desired outcomes.

The ideal candidate is an experienced project manager, communications practitioner with an understanding of business attraction and marketing, capable of identifying needs and implementing solutions, with the ability to communicate ideas clearly to others. From a communications perspective, the ability to identify news, feature and storyline ideas including relevant, website, social, digital, newsletter, video, talking points, key messages, is preferred. The candidate should be capable of proper editing and strong communication, understand public relations, and creative capacity.

**Typical Duties:** (The job description may not be inclusive of all assigned duties, responsibilities, or aspects of the job described and do not limit the assignment of the related tasks in any position of this class.)

- Assists in the development of strategies for implementation of economic outreach and recruitment of new entities to the PBC.
- Reviews cluster analysis, documents and reports prepared by consultants and staff to assure accuracy and completeness.
- Attends the various stakeholder meetings on and related to the PBC.
- Collaborate and integrate research, entrepreneurial activity, and corporate engagement across the PBC, as well as work in partnership with the universities, City of Phoenix, hospital systems, neighbors, and

research institutions to grow the PBC stakeholders scale, reputation, and collaborations.

- Direct and manage development and execution of communications strategy and programs for internal and external audiences.
- Cultivate relationships with internal leaders, partners, and stakeholders as well as external stakeholders including media, community leaders, businesses, and partner organizations.
- Serve as a go-to and reliable source for news media.
- Proactively identify and recommend opportunistic communications that support organization and leader strategies/goals, monitoring and leveraging daily organization and media news.
- Establish and drive social media accounts, monitoring analytics for reach and engagement of messaging.
- Work closely with communications across the Phoenix Bioscience Core for sharing, consistency, and advancement of messaging where appropriate.
- Work closely and integrate communications strategy/execution with internal support teams in marketing, sponsorship, and event management teams.
- Develop strategic communications/public relations plan to advance specific initiatives, announcements, or events.
- Must be able to understand and translate complex information into interesting, relevant content for various communication formats.
- Monitor analytics for earned media, social media reach/engagement, website and other as necessary.
- Manages budget for assigned areas of responsibility.
- Performs other duties as assigned or apparent.

**Knowledge,  
Skills and  
Abilities:**

The successful candidate will demonstrate:

- Excellent communications skills, both written and verbal, and the ability to establish professional relationships by communicating in a strong and positive effective manner.
- The ability to sustain and work independently and move work forward with minimal direction or supervision.
- The analytical ability to solve problems, anticipate challenges and identify opportunities and solutions.
- The ability to stay organized while handling multiple tasks and projects with ease.
- Excellent project management skills, and/or business planning.
- Proficiencies with social media platforms.

- Evidence or the ability to leverage Media Relations
- Excellent interpersonal skills.
- Evidence of video production skills, and graphic design is a plus.

**Minimum  
Qualifications:**

- Bachelor's degree in Journalism, Communications, Marketing, Business or a related field AND five years of related experience, including three years of supervisory experience; OR, Any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved.

**Salary and  
Benefits:**

- \$70,000 to \$85,000 per year, depending upon experience and qualifications.
- This is a full-time position with health and dental benefits. This position is eligible to be enrolled in the Arizona State Retirement System or the Optional Retirement Plan. Tuition reduction benefits to Arizona public universities are available to employees and their dependents. For a full list of available benefits, click [here](#).

**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.