



Requisition ID	35496BR
ASU Job Title	Asst Dir Communications
Job Title	Communications Director, USPCAS-E
Campus/Location	Off-Campus: Scottsdale
Job Family	Publicity & Promotion
Department Name	PCASE
Full-Time/Part-Time	Full-Time
VP Code	KNOWLEDGE ENTERPRISE DEV
Scope of Search	Open
Grant Funded Position	This is a grant funded position. Continuation is contingent on future grant funding.
Category	03
Salary Range	\$52,650 - \$81,000 per year; DOE
Close Date	22-September-2017
Job Description	The USPCAS-E Assistant Director, Communications will serve as the principal liaison between ASU and its partners, including USAID/Pakistan, NUST and UET and the public. Under the direction of the Director, Fiscal and Business Operations, the Assistant Director, Communications will oversee the production of all project communications material in accordance with USAID communications standards and ASU communications policies.

This position requires traveling internationally to Pakistan.

Essential Duties	<ul style="list-style-type: none">• Provides leadership and counsel to Project Director and project staff on marketing and communication issues and opportunities.• Develops and implements communications strategic plan which will align with project work plans and fulfills international public relations/media relations needs.• Prepares, monitors, and distributes media releases (print and electronic) and works closely with project team, other ASU departments, and technical service providers (printers, graphic designers etc.) to coordinate print and electronic communication media.• Edits, writes, and prepares newsletters, brochures, flyers and other project publications (i.e. progress/annual reports) to ensure that they are produced and presented in accordance with USAID and ASU publication standards.• Reviews and monitors project website to ensure it's presented in accordance with USAID communications standards and ASU website policies.• Works with ASU and USAID to grow and maintain project's social media presence.
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- Creates and maintains files of assignments; maintains accurate logs of work in progress such as time devoted to project and materials used, as well as costs.
- Designs, orders, and distributes project promotional materials, (i.e. backdrops, banners, water bottles, bags, lanyards, shirts, etc).
- Identifies opportunities to publicize project activities and arranges presentations at these events.
- Resolves issues concerning web and print communication including handling media calls.
- Assures consistency in language and design of all communication and marketing efforts including all media and publicly-disseminated information.
- Supervises Communications Specialist (based in Pakistan) and oversees their work.
- Assists NUST and UET communications staff, as needed.
- Coordinates marketing and registration for all workshops, trainings and promotional events sponsored by ASU.
- Attends project team meetings, in-person, or teleconference, during business and on occasion during non-business hours.
- Submits weekly status reports to PCASE Project Manager to report activities.
- May carry out tasks outside of scope of work, when needed, to support project implementation.

Minimum Qualifications

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

Desired Qualifications

- Experience in coordinating international public relations/media relations and/or political campaigns.
- Experience publication format and editorial practices.
- Experience in commercial marketing principles, practices, and procedures as they relate to the university.
- Experience working within government protocols. USAID experience a plus.
- Experience in cultural sensitivity.
- Demonstrated knowledge of current events.
- Experience in leadership and strategic planning and implementation.
- Experience in growing and maintaining mailing lists using marketing automation platforms.
- Experience in growing and maintaining social media presence.
- Experience in using computers, cloud-based website development, and related software.
- Experience in Wordpress is a plus.
- Experience in writing, editing and other aspects of media publications works.
- Experience in planning, organizing and coordinating promotional events.
- Experience in establishing and maintaining effective working relationships with a global team.

- Experience in methods, techniques and practices of graphic design and desktop publishing. Adobe InDesign and Photoshop experience a plus.
- Evidence of effective communication, both verbal and written.
- Experience in composing, editing and proofreading written materials.
- Experience in organizational and multi-tasking skills.

Working Environment

Activities are primarily performed in a regular, climate controlled office setting subject to extended periods of sitting, standing, walking. Visual acuity and manual dexterity associated with daily use of desktop computer; bending, stooping, reaching and lifting up to 20 pounds. Ability to clearly communicate verbally in English, read, write, see, and hear to perform essential duties. Regular review of completed tasks.

Department Statement

The Office of Knowledge Enterprise Development is committed to Advancing Research, Innovation, Entrepreneurship and Economic Development. We seek research funding, support faculty researchers, nurture partnerships with external partners, promote innovation and entrepreneurship, and share what we learn with the community and the world. We make discovery possible.
<http://research.asu.edu/>

ASU Statement

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 90,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

ASU is a tobacco-free university. For details visit www.asu.edu/tobaccofree

AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.

Employment Verification Statement

ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.

Background Check Statement

ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.

Instructions to Apply

Application deadline is 3:00PM Arizona time on the date indicated.

Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

Only electronic applications are accepted for this position.