Assistant Director of Communications
College of Veterinary Medicine and Biomedical Sciences

Position Summary
The College of Veterinary Medicine and Biomedical Sciences at Colorado State University seeks a full-time, highly experienced Assistant Director of Communications to help promote the college and its research, teaching, outreach and clinical services to internal and external audiences. The position will play a critical role in the college’s robust communications and public relations efforts, with particular focus on developing excellent content for a variety of media platforms; this content will highlight complex issues in health, medicine and science. The Assistant Director will fulfill a range of supervisory, advanced writing, editing and project-management responsibilities. The Assistant Director will report to the Director of Communications.

Responsibilities

- Supervise and help to guide and improve the reporting and writing of other members of the College Communications Team.

- Advanced editing duties, highlighting the College’s teaching, research, outreach and clinical-service portfolios and ensuring that scientific activities in these areas are communicated accurately, completely, clearly and in a timely and compelling manner to lay audiences and scientific audiences alike.

- Research story concepts and develop content, often writing the most complex of the College’s stories and other material.

- Manage projects, including preparing and frequently repurposing content for a variety of media platforms and other outlets, including magazines, brochures, printed newsletters, advertisements, signage, speeches, special events, email communications, electronic publications, social media and video productions. Manage the projects from inception to completion, emphasizing audience, purpose and intended outcomes; follow through to ensure goals are met and compile data to analyze effectiveness.

- Assist with comprehensive internal and external communications planning, emphasizing branding and best approaches to conveying information to advance College and University strategic initiatives.

- Develop story ideas in collaboration with other members of the College Communications Team, as well as students, faculty, staff, free-lancers and administrators.

- Collaborate closely and frequently with a variety of University communicators, including public relations experts, writers, photographers, videographers, designers, as well as directors and staff within key College and University units. Other collaborations will involve partnerships off campus, including international partnerships.

- Assist as needed with outreach, marketing, public-relations and media-relations duties; the latter responsibilities include responding to media inquiries, media monitoring and pitching of story concepts.
Minimum Qualifications

- Bachelor’s degree in journalism, public relations, marketing, communications or related field.
- Minimum 10 years of employment in professional journalism, publications and/or public-relations setting, with extensive experience in researching, reporting, writing, editing and publications management; adherence to demanding deadlines.
- Demonstrated skill in producing excellent content – accurate, complete, clear, concise, timely and compelling – for a variety of formats and media platforms, as those listed above.
- Demonstrated management and completion of multiple successful deliverables featuring superior concepts and writing.
- Supervisory experience, with responsibilities including editing and skills development among direct reports.
- Strong work ethic, characterized by energy, curiosity, creativity, initiative, collaborative abilities, flexibility in professional duties and standards of excellence.
- Understanding and demonstrated success in use of integrated and strategic communications meant to convey clear messages to intended audiences, including lay audiences, for specific outcomes.
- Ability to convey passion for the work of the College and the educational and research missions of Colorado State University.

Preferred Qualifications

- Experience researching, writing and editing content specifically related to science, health and medicine.
- Understanding of news value and of Colorado and national media operations; success in producing significant news stories.
- Demonstrated ability to lead, organize and motivate groups of employees and other constituencies to achieve organizational goals.
- Strong, active network of current Colorado media, communications and marketing contacts.
- Reflecting departmental and institutional values, candidates are expected to have the ability to advance the Department’s commitment to diversity and inclusion.

Salary: Commensurate with experience

To Apply:
Applications will be accepted until the position is filled, however, for full consideration, applications must be received by Friday, May 9, 2014. To apply, please submit electronically as one pdf file a resume, cover letter describing qualifications for the position, and three references (including name, contact information and relation to applicant) to Ashley Meyer at ashley.meyer@colostate.edu. References will not be contacted without prior notification of applicants.

Colorado State University does not discriminate on the basis of race, age, color, religion, national origin or ancestry, sex, gender, disability, veteran status, genetic information, sexual orientation, or gender identity or expression. Colorado State University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and Colorado State laws, regulations, and executive orders regarding non-discrimination and affirmative action. The Office of Equal Opportunity is located in 101 Student Services. Colorado State University is committed to providing a safe and productive learning and living community. To achieve that goal, we conduct background investigations for all final candidates being considered for employment. Background checks may include, but are not limited to, criminal history, national sex offender search and motor vehicle history.

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