

CAL POLY HUMBOLDT



Communications Specialist

Marketing & Communications

Job #22-58

Open Until Filled

First Review Date: Wednesday, April 27, 2022

(Job #22-58) Public Affairs/Communications Specialist II, Communications Specialist, Hiring Range: \$3,515.00–\$4,302.00 monthly. Appointments are typically made at the beginning of the salary range. This is a full-time, benefited, 12-month pay plan, exempt, permanent position with a one-year probationary period in Marketing & Communications. This position comes with an extensive benefits package that includes comprehensive medical, dental, and vision coverage, CalPERS retirement, Fee Waiver eligibility (reduced tuition on most CSU system classes), life insurance, and voluntary pre-tax health and dependent care reimbursement accounts. Additional benefits information can be found at hraps.humboldt.edu/employee-benefits.

Now is an exciting time to join the Marketing & Communications Department as we transition to Cal Poly Humboldt! Cal Poly Humboldt has been named the state's third polytechnic institution and the first in Northern California. Backed by a historic state investment, we're adding in-demand new academic programs, building new facilities, and growing our enrollment. Cal Poly Humboldt is a Hispanic-Serving Institution that strives to foster an inclusive and equitable community to support our students of diverse backgrounds. We are committed to achieving the goals of equal opportunity and endeavors to employ faculty and staff of the highest quality committed to working in a multicultural and multiracial community that reflects the diversity of the state. Additional information about Cal Poly Humboldt can be found at www.humboldt.edu.

Position Summary: Cal Poly Humboldt's Marketing & Communications Office is seeking a creative Communications Specialist to develop compelling content for a variety of marketing and communications projects for the University.

Under the supervision of the Director of Marketing, the Communications Specialist is responsible for writing press releases, news and feature stories, and marketing content for multiple campus print and electronic communications, websites, and other collateral. The position provides communications support for special campaigns and initiatives and serves as a contact for media inquiries. As a member of the marketing and editorial team, the Communication Specialist participates in developing broader, multi-year communications plans, including key messages, tactics and measures. In

all communications projects, demonstrates respect and understanding of the diverse backgrounds of audiences. Serves as a member of the campus crisis communications team.

Duties: Develops timely content for a variety of marketing and communications projects, including campus-wide and unit-specific content. Ensures that content is creative and engaging, and takes into account the diverse backgrounds of audiences. Completes writing projects including news stories, feature stories, student recruitment materials, ad copy, promotional copy, and website and social media content. Collaborates on projects with various creative staff in the unit, those in other campus units, and other partners as appropriate.

Responsible for writing and disseminating media advisories and pursuing positive media coverage at the local, stage, and national level. Responds to media inquiries, including gathering information and developing key messages, and advises campus employees on media interviews. Participates in editorial and other planning sessions with Marketing & Communications. Meets with faculty and others at various campus locations and occasionally off-campus locations. Serves on the crisis communications team, and occasional evening and weekend work is required.

Minimum Qualifications:

- Bachelor's degree in a relevant field from an accredited institution
- Two years of directly related professional experience in media, marketing, or public relations
- Demonstrated ability to develop creative, engaging content for marketing and communications purposes
- Demonstrated understanding of marketing and media relations

Preferred Qualifications:

- Experience working in higher education
- Experience editing a newsletter or other publication
- Experience creating content for multimedia use
- Experience using a content management system to post content online
- Experience utilizing social media on behalf of an organization
- Experience coordinating the work of in-house creative staff as well as contractors and freelancers

Required Knowledge, Skills, and Abilities:

- Strong written communications, research, and interviewing skills.
- Strong understanding of grammar and Associated Press style.
- Demonstrated customer focus skills and ability to work with individuals from diverse backgrounds.
- Good organizational skills, and the ability to collaborate closely with a creative team.
- Working knowledge of basic media relations and marketing principles.
- Ability to apply market research to identify communication needs and target audiences.
- Thorough knowledge of web communication techniques, vehicles and formats.
- Ability to effectively use web technology to achieve communication goals.

Application Procedure: To apply, qualified candidates must electronically submit the following materials via Interfolio (link below):

- Letter of Interest
- Resume or Curriculum Vitae
- Contact information for at least three professional references
- Cal Poly Humboldt Employment History Form (Cal Poly Humboldt Employment History Form:

<https://forms.humboldt.edu/employment-history-form>; NOTE: Download the Cal Poly Humboldt Employment History Form and save it as a PDF file prior to filling it out. If the form is completed in an online browser, content WILL NOT be saved).

CLICK HERE TO APPLY NOW: <http://apply.interfolio.com/105580>

Application Deadline: This position will remain Open Until Filled. The first review dates is on Wednesday, April 27, 2022.

Any inquiries about this recruitment can be directed to careers@humboldt.edu or Cal Poly Humboldt's Human Resources Office at (707) 826-3626.

Cal Poly Humboldt sits on the traditional homelands of the Wiyot people in what is currently called Arcata, CA. The Wiyot people call the area Goudi'ni (over in the woods). Cal Poly Humboldt was the first campus in the California State University system to offer a stand-alone major in Native American Studies.

Cal Poly Humboldt is committed to enriching its educational environment and its culture through the diversity of its staff, faculty, and administration. Persons with interest and experience in helping organizations set and achieve goals relative to diversity and inclusion are especially encouraged to apply.

Cal Poly Humboldt is part of the 23-campus California State University system and one of only three polytechnic universities in the system. The University has a comprehensive arts and sciences curriculum, which is recognized nationally for its high academic quality. Founded in 1913, Cal Poly Humboldt is one of the premier public institutions in the Western United States; it is a rural and residential campus of approximately 7,000 students. The main campus is located in Arcata, California, in the northwestern part of the state along the coast, and situated among redwood trees in an area that offers unmatched scenic beauty, moderate climate, and opportunities for outdoor activities. The surrounding Humboldt County locale has a population of approximately 135,500. The community offers an excellent range of businesses, services, and cultural activities and performances. The local schools are ranked in the top performance percentiles, both nationally and in the state.

Working in the state of California is a condition of employment for this position. Even if part or all of an employee's assignment can be performed remotely, the employee must maintain a permanent residence in the state of California. The employee must be able to accept on-campus work assignment, as assigned, and come to campus when needed.

CSU requires faculty, staff, and students who are accessing campus facilities to be immunized against COVID-19 or declare a medical or religious exemption from doing so. Any candidates advanced in a currently open search process should be prepared to comply with this requirement. The systemwide policy can be found at <https://calstate.policystat.com/policy/9779821/latest/> and questions may be sent to hr@campus.edu.

Cal Poly Humboldt hires only individuals lawfully authorized to work in the United States. In compliance with state and federal crime awareness and campus security legislation, including The Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act, California Education Code section 67380, and the Higher Education Opportunity Act (HEOA), the Cal Poly Humboldt Annual Security Report is available at: <https://clery.humboldt.edu/content/annual-security-reports>.

CAL POLY HUMBOLDT IS NOT A SPONSORING AGENCY FOR STAFF OR MANAGEMENT POSITIONS (e.g. H1-B VISAS)

Evidence of required degree(s), certification(s), or license(s) is required prior to the appointment date. Satisfactory completion of a background check (including a criminal records check, employment verification, and education verification) is required for employment. Cal Poly Humboldt will issue a contingent offer of employment to the selected candidate, which may be rescinded if the background check reveals disqualifying information, and/or if it is discovered that the candidate knowingly withheld or falsified information. Certain positions may also require a credit check, motor vehicle report, and/or fingerprinting through Live Scan service. Failure to satisfactorily complete or adverse findings from a background check may affect the employment status of candidates or continued employment of current CSU employees who are being considered for the position.

Cal Poly Humboldt is committed to achieving the goals of equal opportunity and endeavors to employ faculty and staff of the highest quality reflecting the ethnic and cultural diversity of the state. Additional information about Cal Poly Humboldt can be found at www.humboldt.edu.

Cal Poly Humboldt is a Title IX/Affirmative Action/Equal Opportunity employer. We consider qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, protected veteran status, or any other legally protected status. Mandated Reporting: This position may be 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.

Additionally, all CSU staff and faculty receive training annually on their obligations in responding to and reporting incidents of sexual harassment and sexual violence. You will be notified by email when you are required to take this mandated training.

Class Code: 0800

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See more photos at [Cal Poly Humboldt's Flickr page](#).