

SEARCH PROFILE:

ASSOCIATE VICE PRESIDENT FOR STRATEGIC
COMMUNICATION AND BRAND MANAGEMENT



CSUN®

CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE

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California State University, Northridge (CSUN) seeks a creative and dynamic leader to serve as the next Associate Vice President for Strategic Communication and Brand Management in the thriving and diverse environment of greater Los Angeles.

THE UNIVERSITY

One of the largest universities in the country, California State University, Northridge (CSUN) is an urban, comprehensive university that delivers award-winning undergraduate and graduate programs to nearly 40,000 students annually and counts more than 375,000 alumni who fuel the region's economy. Since its founding in 1958, CSUN has made a significant and long-term economic impact on California,

generating nearly \$1.9 billion in economic impact and nearly 12,000 jobs each year. The Association of Public and Land-grant Universities named CSUN an Innovation and Economic Prosperity University, the *Wall Street Journal* ranked CSUN second in the nation for the University's diverse learning environment, and CSUN is the nation's fourth-ranked school on CollegeNET's 2020 Social Mobility Index.

CSUN SELECT RECOGNITIONS AND DISTINCTIONS

- CSUN is a national leader among HSIs, ranking No. 4 on *Excelencia* in Education's list of the Top 5 Institutions Awarding Bachelor's Degrees to Hispanics in the United States.
- CSUN's learning environment remains the second-most diverse in the nation, according to *The Wall Street Journal/Times Higher Education College Ranking 2021*.
- *The Hollywood Reporter* named CSUN as one of the Top 25 American Film Schools in 2020.
- *Money Magazine* ranked CSUN No. 6 among the "most transformative colleges" in the nation — an assessment of the degree to which students who attend CSUN outperform expectations given their incoming academic and economic backgrounds.
- CSUN ranked No. 29 in *Money Magazine's* list of the best public colleges in America for its overall value, and CSUN's David Nazarian College of Business and Economics ranked No. 31 on the magazine's list of best colleges for business majors.
- CSUN's Marilyn Magaram Center Pathways to Success program received top honors in the Talent + Place category at the University Economic Development Association Awards of Excellence program. The program prepares undergraduate and graduate students from underrepresented groups for careers in food and nutrition (or as registered dietitians), and lactation education.
- *Forbes* ranked CSUN No. 6 among educational institutions on its list of America's top 100 midsize employers for 2021.
- Best Value Schools ranked CSUN No. 1 in its list of Master's in Educational Technology Programs. Best Value Schools also hailed CSUN's music therapy program as the No. 2 Most Affordable Music Therapy Degree nationwide.
- Animation Career Review, an online source for aspiring artists seeking careers in booming fields, such as animation, game development, and digital art and design, ranked CSUN No. 9 among Animation Bachelor's Programs of 2021 and No. 15 among Public Animation Schools.
- CSUN was recognized as one of the 2021 Top Adult Degree Programs by Abound, a college guidance initiative that helps students 24 years of age and older find the best place to earn an undergraduate degree, nursing degree, MBA, or other graduate degree.
- In 2020, TopRNtoBSN.com placed CSUN's Nursing Program fifth in LA.
- CSUN ranked No. 33 in Sierra Club's Cool Schools by the Sierra Club in Oct. 2020. CSUN placed #33, making it the highest-ranked CSU on this distinguished list of sustainable campuses.
- CSUN ranked No. 37 by Best Public Colleges & Universities for 2020 by College Consensus in April 2020. As an aggregate ranking, College Consensus ranks schools based on all of their verified rankings – the sum of all of a college's rankings.
- CSUN ranked No. 25 in the 100 Best Online Graduate Schools 2020 by College Consensus in April 2020. To identify the 100 Best Online Graduate Schools for 2020, College Consensus combined the latest results from the most respected college rankings with thousands of real student reviews to produce a unique consensus score for each school.
- CSUN ranked fifth for The Top 47 Online Master's in Public Health by Intelligent.com.
- CSUN ranked ninth nationally among the Top 25 Most Affordable Online Master's in Public Health (MPH) 2020 by Healthcare-Management-Degree.net.
- Study.com ranked CSUN No. 6 among the Best Online Colleges & Schools in California in 2020.



CSUN STUDENT DEMOGRAPHICS (FALL 2021)

- **38,551 students**
- **CSUN Race/Ethnicity**
 - American Indian/Alaskan Native: 0.1%
 - Asian American: 9.2%
 - African-American: 4.6%
 - Latino/a: 55.2%
 - Native Hawaiian or Other Pacific Islander: 0.1%
 - White: 21.5%
 - Multi-Race: 3.0%
 - International: 2.7%
 - Unknown: 3.6
- **CSUN Gender**
 - Men: 44.0%
 - Women: 55.9%
 - Nonbinary: 0.2%



ACADEMIC AFFAIRS

CSUN's nine colleges offer 60 baccalaureate degrees, 41 master's degrees, 28 credentials in the field of education, and various opportunities in extended learning and other special programs. For more information about the units in Academic Affairs, click the links below.

- [College of Engineering & Computer Science](#)
- [College of Health & Human Development](#)
- [College of Humanities](#)
- [College of Science and Mathematics](#)
- [College of Social and Behavioral Sciences](#)
- [Tseng College of Graduate, International, and Midcareer Education](#)
- [University Library](#)
- [Mike Curb College of Arts, Media, and Communication](#)
- [David Nazarian College of Business and Economics](#)
- [Michael D. Eisner College of Education](#)

THE SORAYA

The [Younes and Soraya Nazarian Center for the Performing Arts at CSUN](#) has quickly become one of the cultural jewels of the greater Los Angeles region. Under the leadership of Executive Director Thor Steingraber, The Soraya continues to expand its programming and outstanding multidisciplinary performances. The mission of The Soraya is to present a wide variety of performances that not only includes new and original work from the Los Angeles region but also work from around the world that appeal to all of LA's rich and diverse communities.

The Soraya is considered the intellectual and cultural heart of the San Fernando Valley and has established itself as one of the top arts companies in Southern California. The



award-winning, 1,700-seat theatre was designed by HGA Architects and Engineers with lead design architect Kara Hill and was recently cited by the *Los Angeles Times* as "a growing hub for live music, dance, drama, and other cultural events."

THE DEPARTMENT

Housed within the [Division of University Relations and Advancement](#), the Department is temporarily titled [Marketing and Communications](#). It acts as CSUN's central communications office and holds the primary functions of leading strategic communication, media relations, and brand identity using an array of avenues including print, web, and social media, as well as other digital media.

Recognizing the critical importance of strategic communication as it pertains to the University's priorities, action is underway to retitle the Department Strategic Communication and Brand Management in an effort to underscore the Department's emphasis on strategic communication.

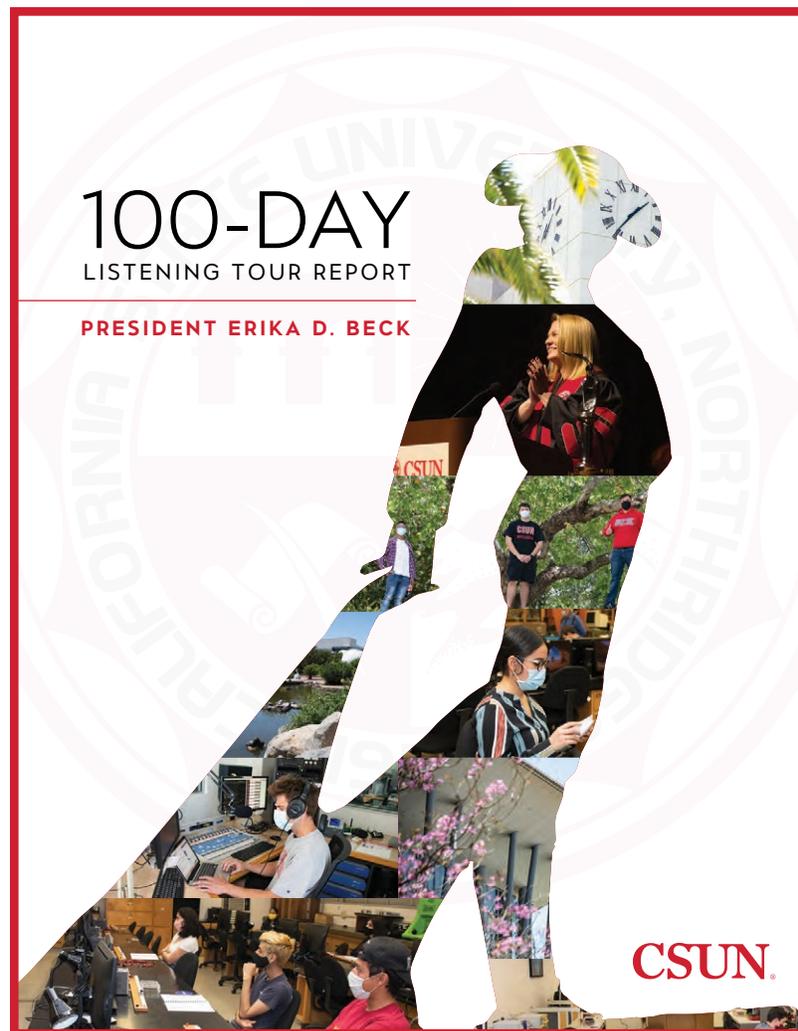
The department consists of a full-service team of communication and creative professionals who work to accomplish the following primary objectives:

- To implement and facilitate a comprehensive strategic communication plan for the institution.
- To assist community members and media representatives who need news and information.
- To help CSUN students, faculty and staff tell their stories to the world.
- To aid in advancing the institution through building and enhancing CSUN's brand as well as through the support of philanthropy and fundraising efforts.

The department also provides a range of vital services to the CSUN community including:

Media Relations: The department's professional communicators work with all media, including on-campus publications and local, state, national, and international press. The staff issues media releases, assists with media events and handles all the University's strategic communications. Marketing and Communications also maintains a list of faculty experts who can provide informed comments on timely topics, provides training and support for CSUN community members who are providing media statements, and coordinates public records requests.

Emergency Communications: The department's emergency communications systems are used to immediately notify the campus community of significant emergency or dangerous situations.



CSUN uses a layered communication approach with several technologies in which each communication method augments the others. The emergency communications systems are used to immediately notify the campus community upon the confirmation of a significant emergency or dangerous situation involving an immediate threat to the health or safety of students, staff, or faculty occurring on the campus, unless issuing a notification would compromise efforts to contain the emergency.

Identity: The department developed CSUN's Identity Platform, which provides messaging and graphic standards that enable CSUN's many departments and organizations to tell their stories in a united voice. With these standards, CSUN aims to bring consistency across all sectors of the University including the University's logo, seal, color palette, and typography family. This strengthens the impact of the University's messaging and leaves a lasting visual impression.

THE DEPARTMENT (CONT.)

Integrated Marketing and Communication: Marketing and Communication can provide creative marketing collateral for the University's fundraising and alumni efforts, colleges, departments and programs that integrates with CSUN's overall marketing strategy. Staff are available within CSUN to assist with all aspects of marketing and communication – from message strategy, to aesthetic and design. The department offers a full-service integrated marketing communications model to help campus partners meet their objectives.

Multimedia Development: CSUN's team of skilled professionals serve the campus by lending their talents and expertise for Web Development, Social Media, Videography, and Photography.

- **Web Development:** The department works with campus partners to help ensure that online and email messaging is effective and consistent with the University's guidelines. Staff can assist with Web-One site and page development, analytics, and search engine optimization.
- **Social Media:** The department can help campus partners with their own social media accounts through consultation services for page management, content development and campaign creation.
- **Photography and Videography.** The department's skilled photographers and videographers cover campus news, staff and faculty stories of interest, significant campus-wide events, and other image needs of the University. These staff members also take faculty and staff portraits and images for university publication, as well as take on a variety of video projects for campus partners.
- Together in collaboration with the Division of Information Technology, the department is responsible for maintaining and refreshing CSUN's ADA-compliant website in accordance with web policies, standards, and best-practices, and is currently leading a comprehensive refresh of the institutional website.

CSUN Publications: Staff in Marketing and Communications also share information about events through a variety of CSUN publications.

- **CSUN Today:** This dedicated site contains the latest CSUN news, information, press releases, features, and coverage of campus events that are published throughout the year. These stories highlight CSUN's outstanding achievements among the student body, faculty, alumni, and partners of the University.
- **CSUN Weekly:** This is an e-newsletter that is published every Tuesday during the academic calendar year. It features several of the top CSUN stories, upcoming events, important information, and highlights of CSUN in the news. There are three different versions of CSUN Weekly, targeting [alumni and community members](#), [students](#), and [faculty and staff](#).
- **CSUN Magazine:** The official printed publication for the University is published once per semester, highlighting outstanding alumni and student and faculty achievements. The Alumni Notes are among the most popular features, showing quick snippets of alumni from every decade.





THE POSITION OF ASSOCIATE VICE PRESIDENT FOR STRATEGIC COMMUNICATION AND BRAND MANAGEMENT

The Associate Vice President serves on University Advancement's senior leadership team, reporting to the Vice President for the division and assumes responsibility for the planning, coordination, and management of the University's strategic communications, marketing, and branding programs. The AVP reports to the Vice President for University Relations & Advancement and supervises a department of over 20 full-time staff and 10 part-time students

Within Strategic Communication, the AVP is responsible for institutional strategic communication including:

- Working proactively in a leadership capacity with both internal and external campus partners to identify communication issues, develop strategic communication plans, and ensure timely and effective implementation of university-wide communication;
- Providing leadership on crisis communication, developing crisis management and response strategies for the media and others;
- Ensuring effective communication of the University's mission to its varied constituencies and ensures overall continuity of institutional brand consistency and image;

- Conducting regular data driven assessment of all university communication to ensure effectiveness, best practices, and alignment with changing technologies / communication tools.

Additionally, the AVP is responsible for the institution's strategic marketing, branding, and public relations programs including:

- Using a research and data driven approach to initiate, develop, and maintain strategies to promote the image of the University and its various programs to effectively reach target audiences;
- Raising the visibility of institutional priorities, research programs, faculty, and student projects to encourage philanthropic and community support via a clear and distinct recognition of CSUN's mission and exceptional educational approach among target audiences, especially donors, volunteers, civic and community leaders, and alumni;
- Overseeing media relations for all academic and administrative units;

THE POSITION OF ASSOCIATE VICE PRESIDENT FOR STRATEGIC COMMUNICATION AND BRAND MANAGEMENT (CONT.)

- Overseeing and coordinating the development of timely and effective information that communicates and strengthens the image and reputation of the University using a variety of tactics including: publications, the internet, print advertisements and other appropriate media;
- Assuming the responsibility for the maintenance of university-wide graphics standards and production of a wide variety of other publications such as magazines, commemorative programs, invitations, and promotional literature.

The AVP is responsible for the Marketing and Communications Department including:

- Working closely with the Vice President of University Relations & Advancement to create and implement a strategic plan for the Communication and Marketing department that works to advance the goals and objectives of the division as well as the University;
- Supervising a team of over 20 full-time and over 10 part-time employees (management, represented, and student);
- Developing and administering the department's budget;
- Ensuring high quality, effective and efficient communication and marketing services and support to campus partners.

The AVP is also responsible for cross campus collaboration and participation on committees including:

- Interacting with representatives of other universities and colleges; and serving on university task forces, advisory committees, and boards as needed.

DUTIES AND RESPONSIBILITIES

Strategic Communication

- Actively monitors global, national, state, and regional current events with an eye to identifying emerging or existing issues that may impact the campus and require proactive communication;
- Proactively identifies the needs and interests of various constituent groups, translating the results of research into strategic communication efforts;
- Advises and assists university leadership in developing and delivering communications for internal and external audiences during times of crisis or intense scrutiny;
- Manages strategy and relationships with a vast network of media, both in Los Angeles, the nation's second largest media market, and more broadly with the general media nationally and higher education outlets;
- Acts as the University's spokesperson when appropriate;
- Drafts statements, messaging points, internal and external mass communication messages on behalf of various campus partners and authors and coordinates these efforts with internal and external partners as appropriate / required;
- Ensures effective and efficient coordination within the department with the goal of completing communication tasks and projects on time and achieving desired outcomes;
- Conducts regular assessment of communication strategies, messaging, and tools to ensure best practices and responsiveness to campus needs;
- Other duties as assigned.



THE POSITION OF ASSOCIATE VICE PRESIDENT FOR STRATEGIC COMMUNICATION AND BRAND MANAGEMENT (CONT.)

Marketing and Branding

- Initiates, develops, and maintains strategies to promote the image and brand of the University and its various programs by using market research data to determine the most effective techniques and approaches for reaching target audiences;
- Oversees all electronic and print publications including CSUN Today on the web, the University magazine, and monthly community newspaper;
- Develops mission-aligned feature coverage, assigns stories, and directs editors, freelance writers, designers, and photographers;
- Oversees the creation of fundraising materials, written and otherwise, utilizing best practices to advance CSUN's brand to donors and prospective donors;
- Researches, evaluates and proposes promotional tactics that address university marketing initiatives as they apply to internal and external audiences locally, regionally, and nationally;
- Directs the overall development and implementation of print and electronic publications, University Relations and Advancement and institution-wide web applications, graphic design standards, photography and marketing communication projects instrumental to accomplishing the goals and initiatives identified in the University's mission statement;
- Directs the strategy, planning, production and implementation of marketing and branding projects using external media strategies, web sites, web pages and internet technologies, and production and distribution of major publications and periodicals and other media, including video and web-based social media, that communicate the values and accomplishments of the University;
- Writes, edits, and/or supervises writing for university electronic and print marketing materials;
- Oversees and coordinates the development of information campaigns that communicate and strengthen the image and reputation of the University.

Department Supervision and Administration

- Actively manages the departmental budget including funds allocated for publications, marketing, communication services and special projects;
- Supervises the publications office, which is responsible for the production of a wide variety of information online for both internal and external publics, including, TI CSUN Today" (online newsroom), @csun (a biweekly web-based tabloid); community@csun (monthly tabloid) Northridge (a quarterly magazine); the University events calendar, development related publications such as case statements and campaign newsletters, special invitations, and other materials such as maps, brochures, and pamphlets;
- Works closely with the Vice President of University Relations and Advancement to develop and maintain a strategic plan for the department;
- Conducts equitable and fair supervision and management practices and ensures the implementation and practice of university and division-wide policies and protocols;
- Creates and implements staffing plans that ensure business continuity, best practices, and efficient use of resources.

Cross Campus Collaboration and Committees

- Participates on university committees that have enrollment, marketing, publishing, editorial, analytical, research, and university brand management;
- Serves on emergency operations management committee;
- Generally, serves on committees as assigned by the Vice President for University Relations and Advancement;
- Other duties as assigned.

SALARY/BENEFITS

Salary is commensurate with knowledge, skills, and experience. The University offers excellent fringe benefits.



QUALIFICATIONS

- A Bachelor's degree;
- Equivalent to five years of successful and progressive administrative or professional experience in strategic communication or a related field sufficient for appointment to this complex role;
- Ability and specialized skills to: direct a complex strategic communication program including crisis communication, public relations and the development of strategic marketing plans for promoting the image of the University;
- Ability and specialized skills to secure cooperation from representatives of the communications media; communicate clearly ideas and recommendations both orally and in writing; is adaptable in voice and style, able to communicate effectively and expeditiously in writing for a variety of purposes;
- Seasoned manager with a minimum of five years supervising the operation of a fast paced and visible department sufficient for a complex department of Marketing and Communications;
- Demonstrated experience in the evolving arena of social media, online marketing, and digital communication; as well as the oversight of a large institutional website and all the assets included therein;
- Ability to effectively maintain cooperative working relationships with division colleagues, students, staff, faculty, public agencies, private agencies, the community, and the media.

GENERAL INFORMATION

Background check: This position is a sensitive position as designated by the CSU. A background check (including a criminal records check) must be completed satisfactorily. Failure to satisfactorily complete the background check may affect the status of candidates who apply for the position.

CANRA: The person holding this position will be considered a 'limited 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.

Conflict of Interest: This position is a "designated position" in the California State University's Conflict of Interest Code. The successful candidate accepting this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.



APPLICATION PROCESS

EFFECTIVE DATE OF APPOINTMENT:

As soon as possible.

HOW TO APPLY:

Applications should consist of a substantive letter of interest, a resume, and a list of five professional references with full contact information. No references will be contacted without the explicit permission of the candidate. Applications, nominations, and expressions of interest can be submitted electronically, and in confidence, to: CSUNAVPSCBM@academicsearch.org

The position is open until filled but only applications received by **Tuesday, June 14, 2022**, can be assured full consideration. The University is being assisted by Academic Search. Confidential discussions about this opportunity may be arranged by contacting consultants Ann Hasselmo at

Ann.Hasselmo@academicsearch.org and Chris Butler at Chris.Butler@academicsearch.org. Further information about CSUN is available at www.csun.edu.

CSUN is an Equal Opportunity Employer and prohibits discrimination on the basis of race, color, ethnicity, religion, national origin, age, gender, gender identity/ expression, sexual orientation, genetic information, medical condition, marital status, veteran status, and disability. Our nondiscrimination policy is set forth in [CSU Executive Order 1096](#). Reasonable accommodations will be provided for applicants with disabilities who self-disclose by contacting Recruitment Services at 818-677-2101.

ABOUT ACADEMIC SEARCH

Academic Search is assisting California State University, Northridge in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute. For more information, visit www.academicsearch.org.



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