

UC Riverside - Assistant Vice Chancellor for Strategic Communications

The University of California, Riverside is a Carnegie Comprehensive Doctoral Institution located in Inland Southern California. U.S. News & World Reports named UC Riverside the 5th most ethnically diverse research university in the nation, and identified the campus as one of the top 20 Up-and-Coming National Universities. More than half of our undergraduate students are the first in their families to attend college, making UCR ground-zero for opportunity and social mobility in the world-class University of California system. Our 20,000 students thrive on a lush 1,200 acre campus, home to three academic colleges, three professional schools, an NCAA Division I athletic program, and an impressive array of cultural, performing, and visual public arts programs.

We seek an experienced, dynamic, and innovative communications professional to oversee a comprehensive marketing and media program for our growing campus. The assistant vice chancellor for strategic communications will manage marketing, digital communications, media relations, audio/visual production, and creative design services for a \$500 million enterprise. The traditional public affairs office model is no longer relevant for a campus like UCR. We are producing cutting-edge creative work that is re-positioning our national brand and has been seen in the New York Times, Washington Post, Chronicle of Higher Education, Inside Higher Education, and across the World-Wide Web.

The successful candidate will bring passion for UCR's goals of academic excellence, access, diversity, and civic engagement and a broad portfolio of skills in managing and promoting an institutional brand. The AVC will maximize UCR's exposure through digital media, working collaboratively with academic leadership and colleagues in student affairs and athletics to increase awareness and appreciation for the role we play among the nation's leading research universities. Experience with crisis communications is essential, as is background engaging with news media to negotiate optimal coverage of campus research and policy initiatives.

UC Riverside is building a new leadership team, investing aggressively in marketing communications efforts, and preparing for a comprehensive fundraising campaign. We invite you to visit some of the sites below to learn more about this rare opportunity to be part of a team that will transform UCR.

<http://promise.ucr.edu/>

<http://my.ucr.edu/Explore/Pages/Viewbook.aspx>

<http://www.ucr.edu/staff/>

<http://www.riversideca.gov/athomeinriverside/>

Apply here: <http://humanresources.ucr.edu/jobs/JobBrowse.aspx?@strJobNumber=10-06-002>