

Department: School of Engineering
Position Code: SENG0001
Closing Date: Open Until Filled
Salary: \$55,000 - \$70,000

Background

check: Background check may be required

Description: Reporting to the Dean / Assistant Dean in support of the School's initiatives as defined by the Dean of the School of Engineering, the incumbent will independently initiate and manage the planning, implementation and evaluation of a comprehensive marketing and communications program for the School of Engineering (SoE).

Key Responsibilities:

- Develop and maintain an effective integrated marketing program for internal and external campus audiences, ensuring maximum visibility of the School's research, activities and accomplishments.
- Creates written, visual, digital and electronic communications for the purpose of enhancing SoE's reputation through marketing and media relations venues.
- Serve as the general marketing and communications relations contact for SoE to promote key initiatives, respond to requests for information, gather and analyze information for publications.
- Serve as the School liaison with the campus Office of External Relations on matters concerning governmental and community relations and to ensure wide-spread recognition of important events, accomplishments, etc.

Qualifications: - Bachelor's degree with a major in journalism, communications, and marketing or other related fields, and minimum of four years demonstrated professional writing ability; or equivalent combination of education, experience or training.

- Knowledge of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.

- Solid skills in developing, writing, editing and producing print and electronic communications; in-depth knowledge of social media platforms; experience using content management systems to develop and maintain websites; advanced analytical skills to plan, track and measure web and social media metrics and outcomes; must have advanced skills using MS office, social media and other presentations applications.

- Knowledge of the organization, its achievements, mission, vision, goals, policies, practices, infrastructure, and a strong knowledge of current affairs, and issues in higher education and / or health sciences.

- Solid written, verbal, interpersonal skills, including the ability to communicate effectively with faculty, staff, students, and external constituents.

Preferred Qualifications:

- Knowledge of location protocols and channels for communication internally and externally.
- Strong organizational and project management skills, including the ability to effectively manage multiple assignments and competing priorities with attention to detail while meeting strict deadlines.
- Demonstrated expert-level skills in interpreting and writing about engineering topics accurately and in ways that appeal to and engage audiences.
- Availability to work evening and weekend activities as needed. Some travel to locations off campus may be required.

To Apply: Please complete a UC Merced [application](#) and email along with resume and cover letter to ucmcareers@ucmerced.edu. Please indicate in the subject line of your email the Position Title and Position Number you are applying for. For questions regarding how to apply please email ucmcareers@ucmerced.edu or call 209-228-8247

If you do not have internet access you may mail your application, resume, and cover letter to: University of California, Merced, 5200 North Lake Rd., Merced CA 95343. Please list the job number on the subject line and email to UCMcareers@ucmerced.edu

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, age or protected veteran status.

For the complete University of California nondiscrimination and affirmative action policy see: <http://policy.ucop.edu/doc/4000376/NondiscrimAffirmAct>.

As of January 1, 2014 the University of California, Merced will be a smoke and tobacco free workplace. Information and the Smoke and Tobacco Free policy is available at <http://smokefree.ucmerced.edu>

E-Verify: Effective September 8, 2009, all employers who receive Federal contracts and grants are required to comply with E-Verify, an Internet-based system operated by the Department of Homeland Security (DHS) in partnership with the Social Security Administration (SSA). E-Verify electronically verifies employment eligibility by comparing information provided on the I-9 form to records in the DHS and SSA databases. Certain positions funded by federal contracts/subcontracts requires UC Merced to notify job applicants that an E-Verify check will be conducted and the successful candidate must pass the E-Verify check.

[More Information](#)

For information on the comprehensive benefits package offered by the University of California visit:

<http://ucnet.universityofcalifornia.edu/compensation-and-benefits/>