



University of New Haven

Search 19-53A

Department: Office of Advancement

Position Title: Associate Vice President for Public Relations

Reporting to the Vice President for University Advancement, the Associate Vice President for Public Relations will lead the strategic communications efforts for the University. This will include proactive work in positioning and showcasing the president, officers and deans, faculty, and major University initiatives, to promote the University's brand strategy and communications objectives. The Associate Vice President will work closely with the president, the president's office and key stakeholders around the University to elevate the University's profile and reputation, drive engagement with key audiences and constituencies, and measure progress against goals.

As a senior member of the Advancement team, the Associate Vice President for Public Relations will help to ensure a high level of visibility for the campaign and centennial that creates a sense of excitement, optimism and confidence in the positive trajectory of the University.

SUPERVISION RECEIVED: Employee is supervised by the Vice President for University Advancement

SUPERVISION EXERCISED: The editor of the alumni magazine, and, indirectly, a three-person pool of writers.

CORE DUTIES:

- Working with the University of New Haven leadership team, develops and implements communication plans for major university initiatives
- Works collaboratively with colleagues to develop timelines, messages, and supporting materials to highlight university priorities
- Collaborates with the Special Events team on university-wide events
- Aggressively develops thought leadership opportunities, for the president, cabinet executives, deans and other leaders (as appropriate), aligning their expertise and strategic plan priorities with internal and external opportunities that enhance the reputation of the institution and increase recognition of its quality
- Conducts research, prepares briefings, develops Q&As, and creates talking points for interviews and events
- Works closely with the president's speechwriter to align executive messages across remarks, reports, social platforms and media appearances
- Cultivates relationships with reporters, editors and producers

- Proactively develops high-impact media opportunities for leaders to position the university, including interviews, op-eds, and speaking engagements
- Supports outreach to key external stakeholder groups
- Maintains an on-going awareness of higher education, national and community issues affecting the university and a detailed understanding of these issues in current publications and periodicals
- Supports internal and community communications, providing counsel and editorial support for existing platforms, develops themes and messages, measures and evaluates effectiveness, consults with schools/colleges and administrative units, and pursues consistent, high-quality information sharing across the university community

QUALIFICATIONS:

- Master's Degree in Communication, Journalism and Public Affairs; or closely related field
- 7-10 years of professional experience as a communications director for an executive level leader
- Superior written and oral communication skills with attention to detail and accuracy
- Demonstrated ability to develop and execute communication plans with measurable impact
- Demonstrated experience writing various communications, such as briefings, news releases, talking points, scripts, and general correspondence concerning the organizations initiatives, strategies, goals, and performance
- Refined skill in managing communications for principals, including exercising tact and discretion while interacting with executive stakeholders and handling confidential information and sensitive matters
- Ability to manage projects and programs, which includes planning, developing timelines, determining resource requirements, evaluating progress, and reporting results

Salary

- Commensurate with experience

How to Apply: Please send a cover letter, resume, and list of 3- 5 references and their contact information to: via email to hrdept@newhaven.edu. Please make sure to reference Search # 19-53A in the subject line.

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