



## THE OPPORTUNITY

The Director of the [College of Agricultural, Human, and Natural Resource Sciences \(CAHNRS\) Communications](#) unit brings strategic and visionary leadership to the planning and execution of all aspects of communications to enhance the reputation of [CAHNRS](#) locally (including internal communications), nationally, and internationally. The Director is the Chief Communications Officer for CAHNRS and is responsible for marketing, communication, and dissemination of critical information emanating from Washington State University's largest college, which includes 15 academic departments, four Research and Extension Centers, 39 Extension county offices, and one tribal Extension office. Key recipients of communications include members of large and small agricultural groups, Extension clientele, state and federal agency personnel, students, alumni, and donors.

## RESPONSIBILITIES

CAHNRS Communications is a dynamic, 15-member team specializing in content creation, editing, and design delivered using multiple platforms including web, print, social and video media. The unit provides comprehensive communications services under the direction of CAHNRS leadership and in consultation with faculty and staff clientele within the College. Communications assists the three major functions of CAHNRS – Research, Extension, and Academic Programs – in achieving their missions of discovery, translation, and transformational student experiences.

## CAHNRS Communications Director

WSU Position #40359

### TITLE:

- Director
- 12-month, full-time position

### LOCATION:

- Washington State  
University–Pullman

### SALARY:

- Competitive salary  
commensurate with  
qualifications and  
experience

### START:

- September 1, 2015;  
negotiable

WASHINGTON STATE UNIVERSITY IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EDUCATOR AND EMPLOYER.

Members of ethnic minorities, women, special disabled veterans, veterans of the Vietnam-era, recently separated veterans, and other protected veterans, persons of disability and/or persons age 40 and over are encouraged to apply.



## WASHINGTON STATE UNIVERSITY

Founded in 1890, Washington State University is a comprehensive land-grant university with teaching, research, and extension missions, and one of two research universities in Washington State. WSU is organized into ten academic colleges, the Honors College, and the Graduate School. It has an enrollment of more than 28,000 undergraduate and graduate students on four campuses (Pullman, Spokane, Tri-Cities, and Vancouver) with approximately 20,000 students located on the main campus in Pullman, WA. WSU ranks among the top 60 public research universities and is a Carnegie I, Doctoral/Research Extensive University. WSU strongly values diversity among its faculty, staff, and students and seeks to ensure a welcoming community for all.

Further information about WSU can be found at: <http://www.wsu.edu>.

## RESPONSIBILITIES

CAHNRS Communications recently embarked on a number of new initiatives, including development and content migration to a robust and dynamic web platform (WordPress) to promote college programs and deliver content to clientele; developing a web-first model for Extension publications dissemination; process improvement steps including job tracking and outsourcing certain functions; developing technology training opportunities; and internally reorganizing into three functional tracks (Writing and Editing; Web Development; Creative Design). The incumbent will be responsible for assessing these efforts and continuing those that enhance CAHNRS' profile and capacity to efficiently and effectively communicate our messages.

## QUALIFICATIONS

### Required:

- Position requires a Bachelor's degree in a relevant field and six (6) years of progressively responsible relevant experience, which has included at least three (3) years of managerial experience.
- A Master's degree in a related field may be substituted for up to one (1) year of the required experience.
- Education and experience must fit the specific organizational entity/directorial assignment.

### Additional Requirements:

- Demonstrated experience in developing strategic and comprehensive communications plans.
- Experience that demonstrates excellence in producing communications materials.
- Demonstrated experience in public relations, media relations, crisis management, traditional media, web, and emerging/social media.
- Demonstrated experience/knowledge in publishing via web and/or print.
- Knowledge of graphic design and editing.
- Excellent verbal and written communication skills.
- Experience supervising and leading a team or unit.
- Must have, or be able to obtain, a valid unrestricted driver's license at time of hire. Ability to travel on and off campus and occasional overnight travel.

### Preferred:

- Advanced degree in a relevant field.
- Background in media and/or public information industries.
- Experience as a spokesperson for a large organization.
- Experience with web and publishing.
- Knowledge of issues within higher education.
- Experience with or working in higher education.



## COLLEGE OF AGRICULTURAL, HUMAN, AND NATURAL RESOURCE SCIENCES

The College of Agricultural, Human and Natural Resource Sciences (CAHNRS) at Washington State University is an expansive and diverse college that includes 15 academic departments and five research and extension centers distributed across the state. CAHNRS fosters disciplines that serve at the interface of scientific discovery and its application to the advancement of society and improvement of the human experience. Our mission is to provide global leadership in discovering, accessing, and disseminating knowledge that contributes to producing a safe, abundant food and fiber supply; promotes the well-being of individuals, families, and communities; enhances sustainability of agricultural and economic systems; and promotes stewardship of natural resources and ecological systems. In all dimensions of our mission, we strive to embody the signature “*World Class, Face to Face*” motto of Washington State University. CAHNRS personnel embrace the opportunity to fulfill the university’s land-grant mission by making groundbreaking research discoveries, by utilizing innovative approaches to teaching and learning, and by delivering relevant, progressive extension programs that synergistically generate outcomes that enhance the quality of life for the citizens of Washington State, as well as for people around the globe. For more information, visit <http://cahnrs.wsu.edu>.

### APPLICATION PROCESS

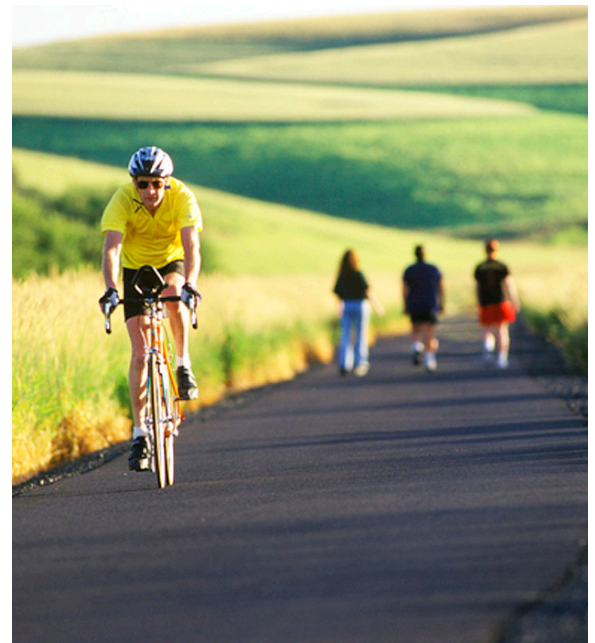
For more information, please view the full position description (40359) at: [www.wsujobs.edu](http://www.wsujobs.edu). Apply with a cover letter, resume including the names and contact information of three references, and digital exhibits consisting of no more than five examples of relevant work in communications, marketing, and/or design. Screening begins July 15, 2015. The position is open until filled. For questions about the position contact: Dr. Rich Koenig, 509-335-2933, [richk@wsu.edu](mailto:richk@wsu.edu) or Kimi Lucas, Search Committee Co-Chairs 509-335-2933, [kimi.lucas@wsu.edu](mailto:kimi.lucas@wsu.edu).

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WSU is committed to excellence through diversity, has faculty friendly policies including a partner accommodation program, and a NSF ADVANCE Institutional Transformation grant (see <http://www.excelinse.wsu.edu/>.)

WSU employs only US citizens and lawfully authorized non-US citizens. All new employees must show employment eligibility verification as required by the U.S. Citizenship and Immigration Services.

Washington State University is committed to providing access and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation in the application process, contact Human Resource Services: 509-335-4521(v), Washington State TDD Relay Service: Voice Callers: 1-800-833-6384, TDD Callers: 1-800-833-6388, 509-335-1259(f), or [hrs@wsu.edu](mailto:hrs@wsu.edu).



### LIFE ON THE PALOUSE

Pullman offers a friendly, small-town atmosphere with a high quality of life and connected community. Located 80 miles south of metropolitan Spokane, Pullman is also a quick drive away from the scenic Idaho panhandle and Moscow Mountain. The rolling hills of the Palouse offer a wide range of outdoor activities and a true four-season climate. The area provides ample opportunity to enjoy the cultural and academic hub of both Washington State University and the University of Idaho, in the neighboring town of Moscow, Idaho. Additionally, Pullman has an excellent public school system and was recently ranked by Bloomberg Business as the best small town in Washington to raise children.

To learn more about the Pullman community, visit:

<http://www.pullmanchamber.com>.