



Position Profile

## **Communications Manager**

August 2021

(Note: This job qualifies for partial virtual office flexibility)

*In partnership with Summit Search Solutions, Inc.*



# ABOUT THE INSTITUTION

*Southern California University of Health Sciences (SCU) is a regionally accredited, nonprofit institution specializing in health care education. SCU is dedicated to its core values of integrative health, evidence-based practice, health equity, and inclusivity.*

The Southern California University of Health Sciences (SCU) was founded in 1911 as the Los Angeles School of Chiropractic. SCU has added multiple programs over the years and is today a comprehensive health sciences university offering certificate, baccalaureate, and graduate-level education to students interested in pursuing a career in the health professions. SCU has a history of providing the highest levels of patient care and has gained a reputation for excellence in an evidence-informed curriculum. The university holds institutional accreditation with the Western Association of Schools and Colleges (WASC) as well as several programmatic accreditations. For more information: <https://www.scuhs.edu/>



SCU's mission is to educate students as competent, caring, and successful integrative healthcare practitioners. Faculty, staff, and students enjoy a collaborative and engaged community that includes an active student association, staff senate, and faculty senate. SCU has been educating practitioners for over 100 years.

The university is proud of the SCU Health Center, a unique educational health and wellness facility residing in the heart of Whittier, California. Skilled and qualified students provide care under the close guidance of an expert, licensed SCU Health System practitioners. The SCU Health Center provides chiropractic, acupuncture, Ayurveda, and urgent care services to address a variety of ailments and medical conditions. Each patient, based on their needs and condition, receives a customized plan that is right for their health and lifestyle.

The university is committed to providing excellence in academics, service, scholarship, and leadership through its diverse program portfolio:

- Doctor of Chiropractic
- Doctor of Occupational Therapy (in development)
- Doctor of Physical Therapy (in development)
- Doctor of Acupuncture & Chinese Medicine
- Master of Acupuncture & Oriental Medicine
- Master of Science in Human Genetics and Genomics
- Master of Science in Medical Science
- Master of Science: Physician Assistant Program
- Bachelor of Science in Health Sciences
- Accelerated Science Courses
- Ayurveda Certificate Program
- Clinical Internship for Ayurveda Practitioners
- Sports Medicine Residency
- Veteran Affairs Residency

## QUICK FACTS

Serving over 1,200 students  
13:1 Student to Faculty Ratio  
6 Continents represented by SCU Alumni  
30+ Student Groups and Associations  
20 Average Class Size  
35,000 Annual patient visits to the SCU Health System allowing students real world experience  
12 Affiliated Health Centers  
25 Acre Campus

[The Refreshed Institutional Plan to 2023](#) provides a sustainable plan for the success and growth of Southern California University of Health Sciences.

# THE OPPORTUNITY

## Communications Manager

Reporting to the Executive Director of Marketing, this is a newly created position that will be responsible for promoting the university and its faculty. As part of SCU's strategic plan for the upcoming fiscal year, a significant focus has been placed on expanding the institution's reputation both internally and with outside stakeholders. This new role is critical and will impact the perception of the institution. This thought leadership role will work directly with the President, key faculty and staff leadership, and outside resources. Opportunity exists to set strategies and execute initiatives on an institution-wide scale. The colleagues at SCU are excited to work with this role and recognize the value it will bring.

*NOTE: This position has the option of being a partially virtual role with schedule flexibility.*

### *Duties and Responsibilities – Your Mission:*

- Collaborate with members across the organization to gain an in-depth understanding of the different stakeholder groups, what their needs are, and how best to engage and guide them through key change initiatives that result in institutional brand building.
- Turn faculty into enthusiastic, authentic advocates of our brand by creating communications that bring their stories to life and reinforce our culture.
- With a focus on our brand, develop and implement internal and external communication ranging from complex, multi-channel plans to straightforward emails and digital posts.
- Develop and execute innovative, creative ways to engage and educate faculty/staff about our brand, university news, and other information in coordination with the overall communications strategy.
- Create and develop communication materials, including, but not limited to, email, print, video, and digital to support internal leaders, programs, and key institutional initiatives.
- Work with faculty and administration to build a pipeline of compelling story content from the institution that targets key external content curators including editors, bloggers, trade groups, local and national publications.
- Review and edit essential internal communications before dissemination to ensure accuracy, clarity, and tone of voice.
- Leverage and embrace technology and visual communications to provide new and creative ways to reach audiences.
- Write and edit company-wide communication to staff, including on behalf of senior executives.
- Work closely with our Social Media and Website messaging to ensure consistency.
- Effectively report results and make data-driven recommendations.
- Propose, seek approval for, and implement an Annual Internal Communications Plan that supports the President's annual transformative initiatives; reinforces the institution's mission, vision, and values; and positively influences employee engagement.
- Assist the President and Provost, at their request, with preparing materials for the President's Town Halls and Provost's Forums, consistent with the Annual Internal Communication Plan.
- Create, review, edit, and/or write the following: all website copy, admissions collateral and communication, formal student-facing collateral, formal external-facing collateral (i.e. program and university e-brochures).
- Participate in the creation of video collateral, particularly script writing.
- Identify opportunities to use influencers to communicate institutional and programmatic priorities and content in a compelling, forward-thinking way.
- Develop and maintain the university's style guide for written communication.
- Create and execute a media relations strategy.



### Qualifications, Skills, and Abilities:

- Bachelor's degree in Journalism, English, Marketing, Communications, or other related fields.
- 5+ years of experience in developing and managing high-impact strategic internal and external communications, in complex, matrix organizations. Higher education experience preferred.
- Ability to work with senior-level administrators and with faculty from diverse academic and professional backgrounds.
- Experience in creating campaigns that have driven strong engagement with internal and external stakeholders.
- A team player with the ability to communicate effectively and develop solid working relationships across multiple levels and organizational boundaries.
- Passion for creativity and a knack for engaging storytelling.
- Stellar writing skills, including the ability to write persuasive and compelling content for many different audiences and in different voices.
- Ability to prioritize and manage multiple assignments concurrently, perform well under pressure, and meet deadlines, while ensuring acute attention to detail and accuracy.
- High level of proficiency in proofreading and editing.
- Experience with Adobe Creative Suite and CRM systems like Salesforce/Marketo preferred.

## WHY CONSIDER THE OPPORTUNITY

- If you want to set a strategy, work with amazing senior-level leaders, make a significant impact, enjoy every day, and work in an environment void of traditional university politics? Welcome!
- A university that is full of diverse, smart, passionate people who are committed to challenging convention and embracing collaboration.
- An incredible culture that drives everything we do.
- A welcoming team that embraces differences and has fun together.
- A chance to make a difference in a growing university with a focus on developing whole-person health care degrees.
- The blended work environment of work-from-home and on-campus. On-campus work will be dependent upon need and planned activity and is estimated at 25%.
- A competitive salary and fantastic benefits, and the ability to make an impact.
- SCU is recognized as one of the *Chronicle of Higher Education's* Best Places to Work. The university community lives its core values of kindness, integrity, determination, and humor.





## PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and are welcomed until the position is filled. Please submit your resume and letter of interest. To apply online go to <https://theapplicantmanager.com/jobs?pos=su260>

*For nominations or further information:*

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*Southern California University of Health Sciences is an equal opportunity employer. Members of underrepresented groups are encouraged to apply.*



*Summit Search Solutions, Inc. is a boutique executive search firm dedicated to serving the education and nonprofit sectors nationwide. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including California, Colorado, Delaware, Kansas, New York, and North Carolina.*



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## WHITTIER and SOUTHERN CALIFORNIA

**Whittier** has a unique combination of community identity, spirit, and cooperation that have helped make it one of the most attractive and desirable residential and business locations in Southern California. Located in Los Angeles County, about 12 miles southeast of the City of Los Angeles, it boasts beautiful year-round weather with temperatures rarely reaching above 90 degrees or below 50 degrees.

Living in Whittier offers residents a small-town feel but with the benefits of a large metropolitan area with access to a vast array of cultural and recreational opportunities. In addition to all the attractions offered by the private sector, the County has several world-class facilities including the Music Center, Hollywood Bowl, Museum of Art, the Natural History Museum, the Ford Theatre, and Marina del Rey. The County manages 87 regional and local parks, 344 miles of horse and hiking trails, 19 golf courses, 31 public swimming pools, and 25 miles of beaches.

And there is no end to what Southern California (SoCal) offers in the way of world-renowned restaurants, gallery exhibits, theater, and just about every outdoor activity you can think of.

Southern Californians lead an outdoor lifestyle where family dinners can be served on the patio, an office worker can go for an outdoor run during his lunch hour and weekends can be spent bike riding, hiking, or taking the dogs for a long walk, followed by a stroll through the neighborhood farmers market. This is the life in SoCal year-round.

To learn more about *Whittier* and *Southern California*, visit:

*Whittier Chamber of Commerce*: <https://www.whittierchamber.com/>

*LA County*: <https://www.lacounty.gov/>

*Los Angeles Times Arts & Culture*: [https://www.latimes.com/entertainment/arts/?\\_lb=1](https://www.latimes.com/entertainment/arts/?_lb=1)

