

California State University, Fresno Foundation

COMMUNICATIONS SPECIALIST – CENTRAL VALLEY HIGHER EDUCATION CONSORTIUM

JOB ANNOUNCEMENT #26-836

POSITION SUMMARY:	Full-time, benefited position with the Central Valley Higher Education Consortium (CVHEC) through the California State University, Fresno Foundation. CVHEC is a 501(c)(3) non-profit and a regional consortium of higher education institutions representing a ten-county region from San Joaquin County to Kern County. The Consortium’s mission is to increase the degree attainment across California’s Central Valley. Founded in 2002 by Fresno State President John D. Welty and 18 institutional leaders, CVHEC has grown into a 28-member consortium of accredited public and private colleges, universities, and community college districts collectively serving more than 250,000 students. Reporting to the Associate Director, the Communications Specialist is responsible for planning, developing, and implementing communications, media relations, and marketing efforts for CVHEC. The incumbent creates and disseminates print and digital communications, manages media engagement, and works with communications and Public Information Officer teams from our member institutions, as appropriate. Work is performed independently under general supervision and requires the regular exercise of judgment and discretion in interpreting policies, procedures, and program objectives.
ESSENTIAL JOB FUNCTIONS:	Under the supervision of the Associate Director, the Communication Specialist performs duties that include, but are not limited to: <u>Marketing and Communications</u> • Develop, write, edit, and distribute print, digital, and multimedia communications, including newsletters, email campaigns, website content, and social media. • Maintain and manage electronic distribution lists and communications platforms. • Draft, format, and coordinate press releases, media advisories, and related outreach • Design and produce marketing graphics and promotional materials highlighting Consortium programs, initiatives, and outcomes. • Research, analyze, and synthesize information for inclusion in communication materials and publications. • Develop and implement communications strategies that effectively engage Consortium members, partners, and regional stakeholders. • Maintain and update CVHEC-related websites and digital communication channels, including Mailchimp, WordPress, and Google Drive. • Track and report on communication performance metrics, including email engagement, social media reach, and website traffic, to inform ongoing strategy and content decisions. <u>Event Communications and Support</u> • Coordinate communications and promotional activities for Consortium meetings, convenings, and regional events. • Prepare speaker materials, agendas, and event-related communications. • Provide on-site communications support for events, as needed. • Collaborate with program and administrative staff to support event logistics and documentation. <u>Collaboration and Operations</u> • Serve as a liaison with media organizations, Public Information Officers, and community partners, as assigned. • Manage multiple concurrent projects, ensuring timely completion and high-quality deliverables. • Support the Executive Director and team with drafting correspondence, talking points, and remarks for public engagements, panels, and presentations as needed.

	• Assist with communications content for funder reports, grant materials, and related deliverables, in coordination with grants and program staff. • Maintain confidentiality and appropriately handle sensitive information. • Perform other duties as assigned.
POSITION REQUIREMENTS:	<i>To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</i> <u>Education and Experience</u> • Bachelor's degree required, preferably in Journalism, Communications, Public Relations, Marketing, or a related field. • Minimum of two (2) years of progressively responsible professional experience in communications, marketing, journalism, or public relations. • Experience working in a college, university, nonprofit, or public sector environment is preferred. • Experience supporting events, convenings, or project coordination is desirable. • Valid driver's license and current automobile insurance required. <u>Knowledge, Skills, and Abilities</u> • Working knowledge of communications principles, media relations, marketing practices, and public affairs. • Knowledge of copyright and other applicable laws related to publications and media. • Demonstrated excellence in writing, editing, proofreading, grammar, spelling, and punctuation. • Strong analytical, organizational, and problem-solving skills with attention to detail. • Ability to manage multiple priorities, meet deadlines, and adapt to changing needs in a fast-paced environment. • Demonstrated ability to develop, create, and manage web, multimedia, social media, and electronic communications content. • Proficiency with standard office software, including Microsoft Word, Excel, Outlook, PowerPoint, and internet applications. • Experience using email marketing and content management platforms, including Mailchimp and WordPress, or similar systems. • Ability to work effectively and collaboratively with individuals at all organizational levels and with diverse community stakeholders. • Strong interpersonal, presentation, and public speaking skills. • Commitment to producing high-quality work products and maintaining professional standards. • Familiarity with, and openness to exploring, AI tools that support content development and communications efficiency.
COMPENSATION:	\$3,466.67 - \$4,333.33 per month (\$41,600 - \$52,000 annually). Salary will be commensurate and competitive with experience and qualifications. Benefits include health, dental, vision, life and 401(k), vacation, sick leave, and holiday pay.
DEADLINE:	Application review begins <u>September 18, 2026</u> . Position will remain open until filled.
TO APPLY:	Please visit the Auxiliary Human Resources page at https://auxiliary.fresnostate.edu/association/hr/employment-opportunities.html for job announcement and application. E-mail completed application & resume to: auxiliary-hr@mail.fresnostate.edu

RESUMES WILL NOT BE ACCEPTED WITHOUT A COMPLETED APPLICATION

California State University, Fresno is a smoke free campus. For more information, please click <http://fresnostate.edu/adminserv/smokefree/index.html>

Employment for this position is by the California State University, Fresno Foundation. This is not a State of California position.

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