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# ANNOUNCEMENT

June 15, 2021

**THE UNIVERSITY OF GUAM SOLICITS APPLICATIONS TO ESTABLISH A LIST OF ELIGIBLES FOR THE FOLLOWING LIMITED TERM APPOINTMENT, FULL-TIME POSITION (SUBJECT TO THE AVAILABILITY OF FUNDS):**

<i>Position Title</i>		<i>Announcement No. 091-21</i>
<b>COMMUNICATIONS MANAGER</b>		
<b><i>Salary Range:</i></b>		<b><i>Opening Date:</i></b>
UGPP/O 1 \$49,897.00 – UGPP/O 18 \$87,943.00 Per Annum		June 15, 2021
		<b><i>Closing Date:</i></b>
		June 28, 2021
Office of the President/University Marketing & Communications		

**MINIMUM QUALIFICATIONS:**

- Bachelor’s degree in English, Journalism, Communications, Marketing, or a related field;
- Five (5) years of relevant experience in a communications, editorial, or marketing role;
- Three (3) years of experience working in higher education;
- Media relations experience;
- Experience working as part of a creative production team.

**PREFERRED QUALIFICATIONS:**

- Master’s degree in English, Journalism, Communications, Marketing, or a related field;
- Ten (10) years of relevant experience in a communications, editorial, or marketing role, including three (3) years of supervisory and managerial experience, or equivalent combination of education and work experience;
- Experience working with website content management systems such as OUCampus.

**QUALIFICATIONS REQUIRED:**

Pursuant to Public Law 26-87 as amended by Public Law 29-113, all future employees of any position within the Government of Guam will be required at minimum to possess one of the following:

1. A high school diploma; or
2. Successful completion of General Education Development (GED) Test; or
3. The equivalent of a general education high school program; or
4. Successful completion of a certification program, from a recognized accredited or certified vocational technical institution, in a specialized field for the job.

**NATURE OF WORK:**

The Communications Manager serves as the “managing editor” for all editorial content including press releases and public information products at the institutional level. This individual develops and implements comprehensive public relations and marketing communications strategies and programs, and protects the University of Guam brand, maintains awareness of current events, and demonstrates the ability to cultivate and develop engaging storylines about the University. Working directly with marketing, web, and production staff, this individual writes and edits press releases, advertising copy, and web content, and collaborates on all marketing communications and promotions activities. The Communications Manager leads a team of communications specialists and freelance writers. This position reports to the Chief Marketing & Communications Officer.

**KNOWLEDGE, ABILITIES AND/OR SKILLS:**

Public Relations (PR) and media relations skills, and existing relationships with local news media. Excellent written and verbal communication skills. Excellent promotional and editorial writing skills for general audiences, using preferred writing styles for news, print, web, and social media outlets. Excellent editing and proofreading skills, and the ability to edit one’s work and the works of others. Exceptional organizational skills and the ability to work under deadlines with a high production of output. Ability to create and manage content calendars and written materials, including blogging, news articles, and/or magazine articles. Ability to deliver presentations to individuals and groups, and to influence others toward a stated objective. Proficiency in Associated Press (AP) Style. Motivated self-starter and proven team player with a track record for producing high quality content.

**CHARACTER OF DUTIES:**

Serves as the “managing editor” for the University, overseeing the editing of major publications, marketing collateral, and marketing communication campaigns. Leads a team of communications specialists, freelance writers, writing interns. Serves as deputy spokesperson for the University and responds to crisis communication needs in collaboration with the

## #091-21 COMMUNICATIONS MANAGER

Chief Marketing & Communications Officer. Distributes news releases working with local, national, and international news media, and maintains and monitors newswire and news listening tools to analyze news coverage. Manages the University's newsroom and edits articles, press releases, and other content produced by communication personnel across campus. Develops and implements internal communication strategies to engage the University Community. Writes, researches, and develops editorial and digital content including news releases, featured stories, video and audio scripts, and social media posts to engage internal and external audiences. Enhances the University's reputation and builds the institutional brand by developing storylines and reporting on events that focus on the University's academics, research, and community engagement. Writes and develops content for marketing collateral for print, radio, video, and digital media. Reviews and edits web content on the University's institutional websites. Manages electronic newsletters. Maintains and updates official University Editorial Style Guide. Performs other duties and special projects as assigned.

### **EDUCATION:**

Applicants claiming degrees or credit hours are required to upload a certified copy of the documents (e.g., transcripts, high school diploma, or GED certification) with the online job application through UOG's online employment portal at <http://uog.peopleadmin.com>.

### **WORK ELIGIBILITY:**

Submission of completed job applications authorizes the University of Guam to seek and obtain information regarding the applicant's suitability for employment. All factors which are job-related may be investigated (e.g., previous employment, educational credentials, and criminal records). All information obtained may be used to determine the applicant's eligibility for employment in accordance with equal employment opportunity guidelines. In addition, the applicant releases previous employers and job-related sources from legal liability for the information provided.

Section 25103, Chapter 25, Title 10 of the Guam Code Annotated requires college or university employees to undergo a physical examination, to include a test for tuberculosis (skin or x-ray), prior to employment and at least annually thereafter. A report of such examination must be conducted by a licensed physician within a state or territory of the United States and must be submitted upon request.

Federal law requires presentation of eligibility to work in the United States within seventy-two (72) hours of reporting for employment. Specifically, 8 USC 1324A requires the employer to verify the identity and eligibility to work in the United States of all newly hired employees. The University of Guam is required to comply with this law on a non-discriminatory basis. If you are hired to fill a position within the University of Guam, you will be required to present valid documents to comply with the law.

### **POLICE AND COURT CLEARANCE:**

Pursuant to Public Law No. 28-24 and Executive Order No. 2005-34, applicants selected for a position are required to provide original police and court (Superior Court of Guam) clearances of no more than three (3) months old prior to commencement of employment. Off-island applicants must obtain clearances from their place of residence. Applicants are responsible for fees associated with obtaining the clearances.

### **HOW TO APPLY:**

All applicants must submit an online job application through the UOG's online employment portal system at <http://uog.peopleadmin.com> and upload supporting documents with their application. For further information, please call 735-2350.

### **UNIVERSITY INFORMATION:**

Information on the University's campus security and fire safety may be accessed at <http://www.uog.edu/hro> (under Links).

### **THE UNIVERSITY OF GUAM IS AN EQUAL OPPORTUNITY EMPLOYER AND PROVIDER:**

The University of Guam complies with Public Law 24-109 in reference to the provisions and requirements of the Americans with Disabilities Act. Assistance in EEO/ADA matters and inquiries concerning the application of Title IX and its implementing regulations may be referred to the University's Director, EEO and Title IX/ADA Coordinator, located at the EEO/ADA Office, Dorm II, Iya Hami Hall, Room 104, Telephone No. (671) 735-2244; TTY (671) 735-2243; or to the Office of Civil Rights (OCR).



Joseph Gumataotao (Jun 15, 2021 14:06 GMT+10)

**JOSEPH B. GUMATAOTAO**  
Acting Chief Human Resources Officer

*Communications.Manager.06/15/21*  
*Approved by ACHRO 06/15/21*