**Communications Manager**

Apollo Education Group

**Job description**

**Position Summary**

Manages internal and external communications projects for University of Phoenix and/or other Apollo subsidiaries. Works closely with the director of communications to help develop communications strategy; executes communications tactics; works with public relations firms, vendors and contractors; tracks measurement tools; develops reports; analyzes data to recommend changes in future strategy/tactics.

**Primary Accountabilities**

* Manages internal and external communications projects and programs; coordinates with internal and outside resources including public relations agencies, vendor and contractors as necessary.
* Writes various communications pieces including strategic communications plans, internal communications from leaders and departments, internal/external messaging, internal/external Q&A, press releases, byline articles, opinion editorials, letters to the editor and more.
* Builds relationships with internal partners and stakeholders as well as external stakeholders including media, community leaders and partner organizations.
* Serve as a reliable source for news media (i.e., local broadcast, regional newspapers and online publications), translating national and local messaging while ensuring message discipline.
* Proactively identify and recommend to manager opportunistic communications that support organization and leader strategies/goals, monitoring and leveraging daily organization and media news.
* Work closely with manager to align strategy across the organization for consistency in strategy and messaging where appropriate as well as to ensure risk is mitigated.
* Work closely and integrate communications strategy/execution with internal support teams in marketing, sponsorship and event management teams.
* Oversees tracking and measurement of communications outcomes and recommends adjustments for future initiatives.

**Desired Skills and Experience**

**Knowledge Skills & Abilities**

* Demonstrated experience executing strategic communications programs including proactive B2C and B2B plans and issues management.
* Experience in community affairs, particularly with respect to stakeholder engagement, community investment and local strategy development is highly desirable.
* Exceptional writing and editing skills.
* Strategic thinking and critical analysis of data, business information, messaging with emphasis on impact to business.
* Ability to interact and communicate with senior management, colleagues, vendors and others to secure and coordinate program/project communication deliverables.
* Ability to convey a professional image, as well as effectively represent the organization as appropriate internally and externally.
* Ability to translate business, initiative and/or project priorities and efforts across teams and make them relevant to internal and external audiences.
* Highly skilled at managing multiple complex projects simultaneously.
* Strong speaking and presentations skills.
* Strong problem-solving and decision-making skills are essential.
* Proven ability to influence without direct authority.
* Skilled at providing constructive coaching and feedback to leaders.
* Ability to respond quickly/professionally to unforeseen crisis and issues.
* Working knowledge of the software packages used for developing communications deliverables.
* Ability to institute and manage policy, process and procedure across a nationally distributed team.

**Qualifications**

**Basic Qualifications:**

* Bachelor’s degree, with major in Public Relations, English, Communications, Journalism, Mass Media, Marketing or related field required.
* Five (5) or more years of relevant experience, within a corporate public relations and/or communications department or at a PR/communications agency.
* Extensive communications experience required, direct work with journalists is highly desirable.

**Additional Qualifications:**

* Experience working with major brands and/or within the higher education industry is highly desirable.

**Supervisory Responsibilities**

* None

**Travel**

* Position requires 20% travel.