



**COLORADO**

Department of  
Higher Education

1560 Broadway, Suite 1600  
Denver, CO 80202

John Hickenlooper  
Governor

Lieutenant Governor Joseph A. Garcia  
Executive Director

**POSITION ANNOUNCEMENT:**  
Communications Manager

**POSTING DATE:** June 8 – June 21, 2015

**COMPENSATION:** \$55,000 – 60,000

**POSITION SUMMARY:** The Communications Manager will execute and regularly update a comprehensive communications strategy for the Colorado Department of Higher Education and its divisions and programs using various methods to explain the department's mission, goals, services and outcomes to students and families, media, campus officers, K-12 educators, lawmakers, taxpayers and other interested stakeholders. The Communications Manager will work closely with the data and research and other divisions in the Department to interpret and present often technical and complicated data into readable and meaningful information.

**ESSENTIAL DUTIES/RESPONSIBILITIES:**

- Lead on the development and implementation of a strategic communications plan for the Department of Higher Education;
- Boost awareness and understanding of CDHE initiatives, programs and research and data through press releases, media outreach, a monthly newsletter, website updates, social media, and relationships with stakeholder groups;
- Develop and maintain key media relationships and coordinate interviews with CDHE leadership and staff;
- Track media coverage of CDHE programs, initiatives and data;
- Coordinate statewide campus communications and internal CDHE communications groups;
- Serve as departmental liaison to K-12 and statewide PIO communications groups;
- Prepare speaking points, presentations and topical one-pagers for Lt. Gov. Joe Garcia or other department staff or members of the Colorado Commission on Higher Education on key topics as needed;
- Regularly update the CDHE website homepage and press room page with relevant photos and stories;



- Curate and send out daily higher education press clips;
- Oversee state agency branding to ensure branding guidelines are followed.

**OTHER DUTIES/RESPONSIBILITIES:** Performs other duties as assigned.

**ESSENTIAL JOB QUALIFICATIONS:**

**Knowledge, Skills and Abilities**

- Excellent written and verbal communications skills and ability to translate complex policy information into easy-to-understand and compelling stories;
- Strong interpersonal skills and the ability to work closely within a team setting and with external stakeholders;
- Experience with social media, including Facebook, Twitter and YouTube;
- Experience with email newsletter programs, such as MailChimp or Constant Contact;
- Experience with website updating and maintenance, including knowledge of HTML, as well as knowledge of Adobe Dreamweaver;
- Experience with photography and video, including editing, uploading and posting to a website;
- Strong computer skills, including Excel and Word;

**Minimum Qualifications:**

- Graduation from an accredited college or university with a bachelor's degree in communications, journalism, public relations or other related field.

**Preferred Qualifications:**

- A minimum of five years' experience in a professional journalism or public relations setting;
- Knowledge of and/or interest in higher education policy;
- Familiarity with the Colorado Open Records Act;
- Familiarity with Associated Press style;
- Good organizational skills and ability to multitask and reprioritize projects as warranted.

**Requirements:** Valid Colorado state driver's license. Employment is contingent upon a criminal background check.



**Working Conditions:** Works in a normal office environment with standard office equipment (such as phones, fax, copiers and personal computers). The normal working hours are 8 am to 5 pm, Monday through Friday.

**APPLICATION PROCEDURES:**

To be considered for this position, candidates must possess the required qualifications listed above and submit a complete application package, which must include the following:

- 1. Letter of Application.** A letter of application which addresses how you meet the qualifications described in this announcement.
- 2. Resume or Vitae.** A detailed resume or vitae including all educational and professional experience.
- 3. References.** A list of names, titles and current telephone numbers of three employment references.

**Submit your completed application materials to:** [clangan@college-assist.org](mailto:clangan@college-assist.org)

They may also be mailed or delivered to:

Colorado Department of Higher Education  
Human Resource Department  
1560 Broadway, Suite 1600  
Denver, Colorado 80202  
or faxed to : (303) 292-1606.

**Application Deadline:** This position is open until filled.

**The Colorado Department of Higher Education is an Equal Opportunity employer. In compliance with federal and state anti-discrimination laws, the Department does not discriminate in matters of employment based on disability, race, creed, color, sex, sexual orientation, transgender status, religion, age, national origin, or ancestry.**

