UNIVERSITY OF ARIZONA HEALTH SCIENCES
TUCSON, AZ

POSITION: Associate Vice President for Communications

INTRODUCTION:

The University of Arizona Health Sciences (“UAHS”) is the statewide leader in biomedical research and health professions training. In 2015, an innovative 30-year partnership agreement with Banner Health provided significant capital investment and resources to enhance clinical facilities, research and medical education programs and now provides an opportunity to position UAHS as a leader in the academic medicine space.

The UA Health Sciences includes the UA Colleges of Medicine (Phoenix and Tucson), Nursing and Pharmacy, and Mel and Enid Zuckerman College of Public Health, with main campus locations in Tucson and at the growing Phoenix Biomedical Campus in downtown Phoenix. The UA College of Medicine – Phoenix also partners with nine clinical affiliates, anchored by Banner Health, which has been the primary clinical partner since the partnership agreement was initiated in 2015. Banner Health operates 28 hospitals and several specialized facilities across six western states and is one of the largest employers in the country.

REPORTS TO: Michael D. Dake, MD, Senior Vice President, UA Health Sciences

SUMMARY:

The Associate Vice President for Communications serves as the chief communications officer and has responsibility for visionary leadership in strategic marketing, public relations, crisis management messaging, research-based messaging, branding and storytelling expertise for the UA Health Sciences. This communications professional will utilize public engagement, local and national media, and varied digital and social media channels to reach key influencers and stakeholders. Leading the strategic direction and execution of the communications program for UAHS colleges, centers and institutes, this position reports to the Senior Vice President, UA Health Sciences and works in collaboration with UAHS leaders and the University of Arizona’s Senior Vice President for Marketing and Communications.
RESPONSIBILITIES:

- Work closely and collaboratively with the SVP and with academic and clinical leadership to develop and implement an integrated, proactive, comprehensive communications strategy that enhances the brand, influence and impact of the UA Health Sciences through education, research and clinical care through the Banner Health partnership.

- Develop and implement a strategic communications plan to enhance and align with the UA brand and highlight UAHS priorities and initiatives.

- Drive the development and implementation of a comprehensive digital communications strategy, including enhancements to the UAHS website, to ensure an optimal user experience for prospective students, recruits, donors and other targeted constituencies.

- Build strong, sustained cross-campus partnerships to strengthen the UAHS identity within the University of Arizona brand.

- Serve as the initial contact and spokesperson for media inquiries, while working closely with UA communications colleagues to develop and enhance media relationships to create greater awareness and recognition of UAHS.

- Manage the programming and messaging for the new UAHS Innovation Building, engaging the public, students and university stakeholders.

- Promote the achievement of campus leaders, faculty, students and staff to enhance institutional branding at the local, regional, state and national levels.

- Create a cohesive approach to marketing and communications within UAHS by establishing a community of professional practice and a set of practice standards for marketing and communications professionals within UAHS colleges, centers and institutes.

- Develop a crisis communications approach that can be implemented when necessary.

- Oversee the management and coordination of all UAHS communication activities to ensure messaging reaches our students, staff, faculty, and other internal and external constituencies.

- Manage and coordinate all writing, photography, editing and other activities that directly support the development, production and distribution of UAHS’ communications products for all media.

- Execute a variety of marketing campaigns to advance UAHS and to reach targeted audience segments through all available media outlets.
● Organize executive level support for communications on behalf of the SVP, including talking points, script writing, presentation preparation, etc.

● Oversee UAHS’s digital assets, including the website and other channels, to provide clear and regular governance and guidance to all colleges, centers and institutes’ web and social media platforms.

● Analyze audience constituencies and ensure a segmented approach to marketing and communications goals and activities.

● Utilize appropriate metrics and analytics to keep UAHS and UA leadership apprised of communications trends that may have an impact on the health sciences and regularly report on the market position of UAHS in relation to other peer institutions in the state, the region and the nation.

**KNOWLEDGE, SKILLS & ABILITIES:**

● Excellent organizational, communication and interpersonal skills.

● Ability to mentor and lead multiple teams and work effectively with a wide range of constituencies within a diverse community.

● Expertise in the development and implementation of strategic marketing, communication and branding plans, including current concepts, principles, methodologies and best practices.

● Demonstrated knowledge of current communications trends in a higher education setting, including extensive knowledge of the use of social media.

● Exceptional writing and presentation skills and ability to interact effectively with senior leadership, staff professionals, faculty leaders and external constituencies of special priority to UAHS.

● Ability to meet tight deadlines and work on multiple projects simultaneously, while managing competing priorities.

● Demonstrated ability to produce high quality, creative and compelling work.

**REQUIREMENTS:**

● Required: Bachelor’s degree and ten years of directly comparable experience.

● Preferred: Master’s degree and five years of directly comparable experience.
● Five years of senior level management experience and demonstrated ability to supervise professional staff to communicate technical and complex ideas to focused audiences across a wide range of media, especially in a health care, research or academic environment.

● Experience planning, developing, directing, implementing and evaluating strategic communications plans, programs and activities applicable to medical education, health care policy, nursing, pharmaceutical sciences and basic science research.

● Digital / social media expertise with prior experience in media relations, social media strategy consulting and media training.

● An unwavering commitment to making the University of Arizona Health Sciences a diverse and inclusive community.

● A record of personal and professional integrity with a leadership style that promotes creativity, teamwork and strategic thinking.

For more information, please contact Heyman Associates:  
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