



## **Associate Dean for Communication Strategy**

### **Position Description**

The University of Pennsylvania Carey Law School is one of the nation's oldest and most distinguished law schools. We offer a distinctive cross-disciplinary legal education, drawing on the depth and breadth of the University of Pennsylvania. The resulting intellectual opportunities and professional relationships bridge traditional boundaries and disciplines, making the Law School an extraordinary, supportive, and diverse academic community for its scholars and students alike.

The **Associate Dean for Communication Strategy** is the primary architect of the strategies and activities that convey this distinctiveness to external and internal audiences. With a deep appreciation for and understanding of the distinctive teaching, learning, scholarship, and research that makes up the University of Pennsylvania Carey Law School, the Associate Dean connects themes, ensures cross-departmental and intra-faculty communication, and manages a team of staff and vendor communication professionals to advance the reputation of Penn Law in the U.S. and abroad.

### **Key Responsibilities:**

- Develop a keen knowledge of the depth and breadth of intellectual life at the University of Pennsylvania Carey Law School, with an eye to maximizing internal and external communications.
- Collaborating with the Dean, develop and implement long- and short-term positioning goals and explicit strategies to achieve them. Develop and implement Penn Law's school-wide annual integrated communications plan and budget.
- Ensure a vibrant web and social media presence; maximize and generate news placement about Penn Law, the work of its Dean and faculty, and law school events, projects, and publications.
- Manage a team of communication professionals, both internal staff and external vendors, to ensure the maximization of these long- and short-term goals.
- Serve in a central role at the Law School as a member of its Senior Staff, contributing innovative ideas to the Dean and to colleagues on ways to achieve Penn Law's ambitious goals.
- Other duties as assigned.

### **Qualifications:**

- Advanced degree preferred; J.D. valuable but not required. Minimum of seven years of increasing communications/marketing responsibility.
- Portfolio of creative, innovative, exciting work, demonstrating the ability to communicate a distinctive brand to a highly educated and sophisticated audience.
- Successful use of a variety of communications strategies that translate well to publicizing Penn Law's strengths in the most competitive arena of legal education.

- Established track record as collaborator in the workplace, within the immediate department and within the larger institution, as well as a record demonstrating effective leadership as a strong and motivational manager.
- Excellent ability to write and edit in a variety of styles for sophisticated audiences.
- Demonstrated ability to design and implement a planning and budgeting process.
- Experience managing teams and coordinating large projects while successfully championing an integrated approach to message and design.
- Understanding of multiple audiences and their needs and experience representing a sophisticated organization well in a variety of public and internal forums.

To apply: [https://wd1.myworkdaysite.com/recruiting/upenn/careers-at-penn/job/Law-School/Associate-Dean-for-Communication-Strategy--Penn-Law\\_JR00029069](https://wd1.myworkdaysite.com/recruiting/upenn/careers-at-penn/job/Law-School/Associate-Dean-for-Communication-Strategy--Penn-Law_JR00029069)

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