



UW SYSTEM ADMINISTRATION | OFFICE OF PUBLIC AND COMMUNITY AFFAIRS | MADISON, WI

JOB ANNOUNCEMENT INTERNAL COMMUNICATIONS MANAGER

The [University of Wisconsin System](https://www.wisconsin.edu/about-the-uw-system/) is one of the largest systems of public higher education in the country and employs more than 39,000 faculty and staff statewide. The UW System's combined enrollment headcount is approximately 170,000, and the System confers more than 36,000 degrees each year. Learn more about the UW System at <https://www.wisconsin.edu/about-the-uw-system/>.

POSITION SUMMARY

The University of Wisconsin System is seeking an Internal Communications Manager in the Office of Public and Community Affairs in the Office of the President. The Office of Public and Community Affairs assists in communicating the President's vision for the University of Wisconsin System, serves as a primary point of contact for news reporters, manages the UW System's website and digital content, and produces a variety of print and electronic publications to serve both internal and external audiences. This full-time, salaried (exempt) academic staff position reports directly to the Executive Director for Public and Community affairs with a dotted line relationship to the UW System Project Management Office.

MAJOR RESPONSIBILITIES

- Act as a vision partner, thought leader, and implementer of an overall framework and strategy to build out an internal communications team.
- Manage a diverse portfolio of projects, while being responsive to multiple audiences and stakeholders.
- Partner with the UW System Project Management office, acting as Lead Worker for project communications as applicable
- Build internal communications and change management capability:
 - Develop and coordinate effective, priority-focused communications strategies leveraging that advance the goals of the Office of Public and Community Affairs.
 - Independently solicit information from a wide variety of sources in order to gather the information needed to plan and create effective communications for internal audiences.
 - Provide guidance to project sponsors on internal communications strategy and messaging to ensure all communications materials further the project's objectives, engages internal stakeholders, and assists with change management.
 - Gather measurable data and solicit feedback to assess stakeholder awareness and change readiness.
- Manage direct report, including performance feedback, and build the internal communications team.

MINIMUM QUALIFICATIONS

In order to be considered for this position, a candidate must have:

- A bachelor's degree and at least one year of related, professional experience or at least 6 years of related, professional experience in employee communications, change management, communication in higher education, project management and/or other closely related fields.
- Excellent verbal and written communication skills
- Experience in developing the messaging, content and layout of written and digital communications
- Experience conducting readiness assessments, writing surveys, analyzing data, benchmarking
- Organizational skills sufficient to plan and manage multiple, time-sensitive communications projects

PREFERRED QUALIFICATIONS

Well-qualified applicants will also have a substantial amount of experience in the following:

- Ability to work and communicate effectively with diverse internal audiences, cross-functional teams and other stakeholders
- Ability to produce communication materials which convey a strong sensitivity to the audience and stages of change readiness
- Experience in higher education

CONDITIONS OF EMPLOYMENT

Employment will require a criminal background check. It will also require you and your references to answer questions regarding sexual violence and sexual harassment.

“The University of Wisconsin System is engaged in a Title and Total Compensation (TTC) project to redesign job titles and compensation structures. As a result of the TTC project, official job titles on current job postings may change in Spring 2020. Job duties and responsibilities will remain the same. For more information please visit: wisconsin.edu/ohrwd/title-and-total-compensation-study/.”

COMPENSATION AND BENEFITS

The Internal Communications Manager (Official Title: Communications Specialist) is a full-time, salaried (exempt) academic staff position. The successful candidates can expect to make between \$55,406 - \$86,466 on an annual basis commensurate with qualifications and experience. UW System employees receive an excellent benefit package. To learn more about the UWSA comprehensive benefit package, please access [ALEX](#), the UW System’s on-line virtual benefits counselor. In addition to ALEX, you can read our benefit summary guide: [Summary - Faculty, Academic Staff & Limited Appointees](#). Furthermore, the [UW System Total Compensation Estimator](#) is a tool designed to provide you with total compensation information.

WORK LOCATION

Madison, WI.

APPLICATION INSTRUCTIONS

To ensure full consideration, please submit application materials as soon as possible. Applicant screening will begin immediately and be ongoing through WEDNESDAY, DECEMBER 4, 2019. Applications may be accepted until the position fills.

1. Go to the UWSA Applicant Portal to submit your materials online. The web address is:
<https://www.wisconsin.edu/ohrwd/uwsa/careers/current-jobs/apply/>
2. Select the appropriate applicant portal, either [External Applicants](#) or [Internal Applicants](#).
3. Locate the position you want to apply for and click on the position.
4. Follow the onscreen instructions and be sure to include your salary expectations when asked in our applicant tracking system. In addition, please be sure to upload **ALL THREE** of the required documents: resume, cover letter, and references **as PDF files**. Failing to include any of these documents may disqualify your application. Uploading your documents as PDFs is also critical to maintain the formatting of your documents.
 - a. **Your cover letter MUST specifically address how your education and experience relate to the position and qualifications. Be sure to emphasize the areas outlined under “Minimum Qualifications.”**
 - b. Your reference page should include the names, addresses, e-mail addresses, and phone numbers for three professional references **with at least one being from a current or previous supervisor.**
5. Include a statement of whether you wish to have your application held in confidence or made available to the public upon request. Please note that in the absence of any statement regarding confidentiality, we will assume you do not wish to have your application held in confidence. The UW System will not reveal the identities of applicants who request confidentiality in writing, except that the identity of the successful candidate will be released. See Wis. Stat. sec. 19.36(7).
6. Submit your application.

Questions may be addressed to: Beth Miller, HR Assistant, UW System Human Resources, at bmiller@uwsa.edu.

The University of Wisconsin System Administration is an affirmative action/equal opportunity employer and actively seeks and encourages applications from women, minorities, and person with disabilities.