



Calle del Carmen #1
Col. Chimalistac, Del. Álvaro Obregón
01070 Ciudad de México
MEXICO
<http://alianzamx.universityofcalifornia.edu>

OUTREACH AND COMMUNICATIONS COORDINATOR

La Casa de la Universidad de California en Mexico, A.C., in partnership with Alianza UCMX, is excited to announce the recruitment for an OUTREACH AND COMMUNICATIONS COORDINATOR.

If interested in the Outreach And Communications Coordinator position, please forward a letter of interest and your resume to Rosario Medina mariadelrosario.medinamartinez@ucr.edu, before November 15, 2022.

SUMMARY

The University of California (UC) has a long history of strong partnerships and innovative, collaborative efforts with Mexico. The creation of The University of California Alianza Mexico (Alianza MX) in 2019 was achieved by integrating three preexisting UC system-wide programs: the UC Institute for Mexico and the United States (UC MEXUS), the UC-Mexico Initiative, and La Casa de la Universidad de California en México, A.C. (Casa de California). UC Riverside (UCR) serves as the host campus for Alianza MX. Alianza MX collaborates from Casa de California, located in Chimalistac, Mexico City.

Alianza UCMX is uniquely positioned to foster collaborations between the UC and its Mexican partners to solve problems and seize opportunities in the California-Mexico agenda. Alianza does so by supporting a bilateral approach to basic and applied research as well as two-way mobility of students and professors between California and Mexico. Alianza engages with its academic partners, the private and public sectors, to support the development of a bilateral workforce that serves both Mexico and California and responds to emerging industries' demands in a knowledge-based economy.

SUMMARY OF RESPONSIBILITIES

Leadership and Strategic Planning

The Outreach and Communications Coordinator will lead the following activities:

Primary Responsibilities

- Coordinate activities to implement and improve the outreach, events, and communications strategy that supports the UC Alianza MX program.
- Assist with outreach management, event coordination, social media, branding, and graphic design as needed.
- Coordinates internal efforts when outreach and communications strategy requires collaboration with colleagues

Outreach and Events

- Maintain the database of outreach partners and assist the Director of UC Alianza MX with an overall outreach strategy.
- Design, plan, implement, and coordinate customized events, meetings, and other virtual and in-person outreach events in support of UC Alianza MX's core programs: Research & Innovation and Academic Mobility.
- Communications and Marketing
- Coordinate the creation of promotional materials for UC Alianza MX such as posters, fliers, print newsletters, e-mail newsletters, and announcements while upholding brand awareness and standards in all marketing materials (English and Spanish speaking audiences)
- Coordinate with the Research & Innovation and Academic Mobility teams to maintain the UC Alianza MX website and social media presence across platforms, including scheduling posts and creating graphics.
- Assist in planning for the quarterly newsletter and other written content.
- Sending out email newsletter and updates to UC Alianza MX partners regularly
- Collaborate on monitoring social media analytics
- Coordinate media interviews, preparing statements and talking points in collaboration with the Alianza MX team.
- Supervise interns and consultants to support communications needs, including social media content
- Assist with other outreach and communications tasks as needed.

Other duties

- Other duties and activities as assigned relevant to the functions of the position

REQUIRED QUALIFICATIONS

1. Master's Degree or equivalent
2. Demonstrate oral and written fluency in both English and Spanish
3. Demonstrate ability to identify problems and craft solutions within outlined policies and procedures
4. Effective communication skills in written, oral, and electronic modes, including strong presentation skills
5. Extensive program and/or project management experience

PREFERRED QUALIFICATIONS

1. Marketing experience.
2. Design and implementation in the digital strategy.
3. Coordination in communication and content development.
4. Institutional public relations.

SPECIAL CONDITIONS OF EMPLOYMENT

1. Travel
2. Ability to work evenings and weekend

ABOUT CASA de la UNIVERSIDAD de CALIFORNIA en Mexico

Owned by the University of California (UC), and managed by La Casa de la Universidad de California en Mexico, A.C. (Civil Association), and serves as the host of Alianza UCMX's Mexico City Office. Casa de California will be the work location for the Associate Director of Student Affairs and Extension. The Casa de la Universidad de California en Mexico (Casa de California) is a 1.28 acre estate located in the Chimalistac area, a historic neighborhood of southern Mexico City. The beautifully landscaped facility is composed of the elegant late nineteenth- century Casona, formerly owned by publisher Ignacio Cumplido, two twentieth-century modernist buildings which served as residence for prominent Mexican architect Francisco Artigas, and a multi- story office building constructed by the Banco Nacional de Mexico (BANAMEX). The University of California has owned the property since 2003 and views the property as a valuable foundation of its many connections to its Mexican partners.