



JOB INFORMATION

Job Code	OC39
Job Description Title	Dir, Univ Comm Svcs
Pay Grade	MC14
Range Minimum	\$91,900
33rd %	\$116,410
Range Midpoint	\$128,660
67th %	\$140,920
Range Maximum	\$165,430
Exemption Status	Exempt
Approved Date:	5/20/2021 4:22:41 PM
Legacy Date Last Edited	5/5/2017

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

Directs the functions and personnel related to central news and electronic communications of the university to include (but not limited to) publicity, crisis management, and social media strategies.

RESPONSIBILITIES

- Directs and leads staff members in disseminating messages to all university constituents, both internal and external; manages and disseminates key messages from the President to all constituents and the media.
- Directs communications relating to research, outreach, development, instruction, and individual schools and colleges to ensure dissemination of consistent messages regarding the university.
- Collaborates with creative services to ensure publicity, electronic efforts and strategic campaigns complement and enhance marketing efforts.
- Provides leadership to a large group of decentralized campus communicators, including final authority on editing and dissemination of news items.
- Monitors and directs all university web and social media content, ensuring comparability to peer institutions, use of current technologies and delivery of specifically tailored messages.
- Creates and directs implementation of a university communications/media relations plan.
- Leads crisis communications efforts and planning, serves as University spokesperson/certified public information officer, and directs training efforts for faculty and staff who may be exposed to the press.
- Initiates and directs transition from print publications to electronic and online communication formats when necessary as dictated by user preferences.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.
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MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience
Bachelor's Degree	Degree in Communications, Journalism, Marketing, Public Relations or related field	And	8 years of	Experience in print and electronic communications services, media relations, and/or journalism. Must have at least 2 years' experience supervising full time employees.

Substitutions Allowed for Experience: Yes

Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various communication mediums, theories, concepts, techniques, and strategies.

Ability to write for various audiences and in various formats.

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired
None Required.			

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:
Ability to see information in print and/or electronically and distinguish colors.