Job Title: Director of University Communication

Reports to: Chief of Information Officer

Division/Department: Information Technology

Location: Main Campus

Position Type: Full-time

FLSA Status: Exempt

Hours worked Per Week: 40 hours or more when needed

POSITION SUMMARY:

This director will work closely with the Communication Committee to develop, implement, evaluate, and refine a comprehensive communications initiative. S/he will collaborate with the President’s Cabinet and Communications Committee to assure that public relations and university marketing efforts support the President’s strategic plan for the university. This leader will consistently reinforce the University Strategic Plan across all media and to all audiences by assuring that all media communicates a unified message and brand. S/he will provide communication counsel to the President’s Cabinet, deans, faculty chairs, and administrative directors on institutional image and communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Identify challenges and emerging issues faced by the university and develop and execute communication strategies to support them;
- Establish, implement, and support a MACU Style Guide for written and visual brand identity;
- Actively engage, cultivate, and manage media relationships to ensure continuing and growing coverage of prioritized programs, events, announcements, and other projects;
- Develops and executes integrated external and internal communications strategies relating to the university and its learning partnerships;
- Identify, establish, and maintain key outsourcing partnerships in the areas of graphic design;
- Oversees the development, designing, and writing of print and electronic collateral materials to promote the university’s brand, including the Mid-American magazine;
- Assists the President in development of presentations and news releases;
- Writes content for publications on campus as needed;
- Develops measurements to evaluate results of public relations and institutional communication programs;
- Assists in the development and production of external presentations and videos used in campus efforts;
- Offers creative ideas for developing and supporting special events that showcase the university’s programs and accomplishments;
- Collaborates with the various campus departments in designing and developing any materials and web-based content;
- Oversees the university’s website, both in appearance, functionality, and content, and oversees all other social media used for university communications;
- Develops and designs all business stationary, cards, and note cards.
- Other duties may be assigned by the President.

KNOWLEDGE ESSENTIAL RESPONSIBILITIES:

Superior writing and editing skills - recognized for "near perfection" writing and editing skills and often asked to edit the work of others;
Superior listening and interpersonal skills;
Superior knowledge and understanding of employee communications methodologies, tools and vehicles;
Ability to interact with all levels of the University top to bottom, including senior University management;
Ability to work well under pressure, meeting tight deadlines, and simultaneously managing multiple inputs on multiple projects;
High level of flexibility, creativity and innovation in a changing environment;
Ability to responsibly and creatively manage a budget;
Success in managing, supporting and motivating staff;
Knowledge, experience and expertise with technology-assisted communications and marketing;
Experience with media relations preferred, including the ability to proactively position the University experts and news stories with media outlets;
Proven ability to generate imaginative solutions and create cost-effective alternatives;
Proficiency in Microsoft Office applications required;
Ability to travel on and off campus for communications related activities if requested to do so.

**SUPERVISORY RESPONSIBILITIES**

This position supervises the Multimedia Specialist.

**EDUCATION and/or EXPERIENCE:**

At least a bachelor’s degree in communications, public relations, journalism or a closely related field;
At least 2 years’ applicable work experience in public relations, public affairs and/or corporate communications is required;
Prior work experience in higher education strongly preferred.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.