



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 03/16
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Director, Public Relations

JOB SUMMARY

Director of Public Relations serves as a senior member of the University Marketing and Communications leadership team, and also serves as the “backup” departmental leader when the AVP-Marketing and Communications is not available. Individual is on-call 24/7 and works directly with AVP-Marketing and Communications on issues management matters. Individual plays a major role in developing and implementing media relations and social media strategies, tactics and measurement of impact and also for leveraging university content across internal and external channels. As “backup” to AVP individual frequently “copy edits” and reviews departmental content for accuracy, grammar, “brand context” and syntax. Work is performed with minimal supervision and performance is based on the effective operation of all public relations functions. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President, Marketing and Communication

Supervises: Senior Copywriter, Media Relations/Social Media Specialist, freelance writers and other public relations/content strategists that may be required.

ESSENTIAL DUTIES - May include, but not limited to the following:

- Creates and implements high level media relations and other content to enhance the university's visibility and reputation.
- Leverages content across multiple internal and external communications channels that include the website, academic departments, recruitment and marketing materials, social media, external media and more, thus maximizing the impact of stories and content for multiple audiences.
- Responsible for issues management and using judgment and foresight to consult on overall university communication and issues management strategies.

- Creates internal and external communications strategies that promote the university in the areas of leadership, excellence and impact.
- Works closely with the university's colleges and administrative units to set media priorities, develop media opportunities, to identify and develop story ideas and to cultivate faculty experts.
- Serves as the primary spokesperson for the university.
- Serves as the primary back up for the Associate Vice President of Marketing and Communication, CMCO.
- Works with the Associate Vice President of Marketing and Communication and other members of the senior administration to develop and deploy messaging, statements, responses, news releases and other events that affect the university's reputation and brand positioning.
- Develops proactive approaches to issues management, including media relations and social media and anticipate potential issues and problems.
- Recommends strategies and action plans.
- Develops messaging and statements.
- Briefs, advises, and coaches senior administrators and others on public relations matters.
- Leads a dynamic media relations team to strategically position the University regionally, nationally, and internationally.
- Shares strategies, pitches news and feature articles.
- Writes articles and copy for university website and other university communications channels.
- Develops and implements comprehensive crisis communications strategies.
- Works under the direction of the Associate Vice President of Marketing and Communications, CMCO and the Office of Emergency Management to maintain a solid crisis communications capability and takes an active role in inclement weather and other adverse situations.
- Creates content for, and oversees, university's social media accounts.
- Works with the Associate Vice President of Marketing and Communications, CMCO to manage internal and external relationships to ensure the reputation and visibility of the university.
- Serves as the web editor for the TWU home page including content management, overseeing stories featured on the TWU home page, creating, writing, editing, and assigning writers, including freelancers posting new stories to the TWU website and home page editing content both written and visual for the website.
- Manages and oversees staff, freelancers, and external vendors.
- Works closely with the Associate Vice President of Marketing and Communications, CMCO to provide comprehensive public relations planning counsel for all three campuses.
- Administrative duties including reporting of media relations and communications results and other findings to various constituencies.
- Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ADDITIONAL DUTIES

Performs other duties as requested.

EDUCATION

Bachelor's degree in Journalism, Mass Communication, or a closely related field of study. Master's preferred.

EXPERIENCE

Ten years experience in news media or public relations setting, including writing/editing, media planning and initiating and maintaining media contact.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Ability to apply and implement strategic public relations principles and ethics.
- Ability to navigate the structure of a university.
- Ability to meet deadlines in a fast-paced environment.
- Ability to manage others to complete tasks on deadline.
- Ability to plan, direct, and evaluate communications for a complex organization and operational requirements, using human resources, time funds, and other resources to accomplish long-term and short-term goals of the institution.
- Ability to establish and maintain effective work relationships with students, faculty, staff, alumni and the public.
- Ability to provide administrative guidance within area of responsibility, providing direct training and supervision as needed.
- Ability to apply budgetary and fiscal planning techniques within financial constraints.
- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgement based on an understanding of organizational policies and activities.
- Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.
- Ability to communicate effectively, orally, by phone, in person and in writing.
- Ability to use a personal computer and other office equipment, including university related software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Printed Employee Name: _____

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex,

*Director, Public Relations
Date Issued: 03/16
FLSA: Exempt
PTO: VCS*

sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.