



**TEXAS WOMAN'S**  
UNIVERSITY™

**DATE ISSUED:** 09/15  
**FLSA:** Exempt  
**PTO:** VCS

## **JOB DESCRIPTION**

### **TITLE**

Director, Marketing & Communications - Dallas

### **JOB SUMMARY**

The position will serve as the lead marketing and communications director for the Dallas campus, providing the full range of public relations and marketing communications services, from strategic planning to program implementation, with direction, support and back-up from the Denton marketing and communications team. Responsibilities include media relations and social media management, identification of story opportunities and writing of stories aimed at targeted media and social media outlets and internal TWU communications channels, working closely with the Director of News & Information in Denton and the AVP to achieve local, regional and national publicity. Work is performed under minimal supervision and performance is based on the effective operation and results orientation of this strategic administrative function. 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 for Marketing and Communications, CMCO

*Supervises:* Clerical Staff

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

- Manages media relations and social media.
- Identifies story opportunities and writes/pitches stories with targeted media and social media outlets, working closely with media relations director in Denton and AVP to achieve local, regional and national publicity.
- Liaises with public relations/marketing communications director in Houston to coordinate/build TWU's health science profile in external and internal communications channels.
- Manages the Dallas website, prepares and manages content (written and visual) for Dallas TWU site, liaising closely with TWU's webmaster and AVP organization in Denton.

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- Identifies and fosters relationships with UT Southwestern communications team; identifies new, and support existing, civic and business relationships for TWU academic and administrative leaders, identifies opportunities to raise profiles/relationships of TWU academic/administrative leaders with appropriate key Metroplex organizations and their leaders.
- Identifies and provides information in appropriate digital channels to Dallas TWU employees, and serve as key crisis communications manager, liaises with Denton Marketing and Communications Office.
- Liaises and collaborates with Houston TWU campus on health sciences communications opportunities and other related matters.
- Identifies and provides marketing communications planning and support for the Dallas Campus, liaising and collaborating closely with Denton Office of Marketing & Communications.

**ADDITIONAL DUTIES**

- Performs other duties as requested.

**EDUCATION**

Bachelor's degree in marketing, advertising, public relations or related field. Master's preferred.

**EXPERIENCE**

Five years experience and demonstrated proficiency in a position requiring comparable skills and results.

**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:**

- Demonstrated ability to plan and implement a marketing plan.
- Ability to multi-task and meet deadlines.
- Ability to work effectively as a member of a creative team.
- Ability to take direction and work independently.
- Ability to meet performance goals.

- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment 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.
- Knowledge of management methods and ability to provide administrative guidance and provide direct training and supervision as needed.
- Ability to apply budgeting and fiscal planning techniques within financial constraints.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- 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.*

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**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Employee Printed 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, 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.***