



DATE ISSUED: 10/18
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Manager of Public Relations, Institute for Women's Leadership

JOB SUMMARY

The Manager of Public Relations serves as an account executive for the Institute for Women's Leadership and its three centers – The Center for Women in Business, The Center for Women in Politics and Public Policy, and the Center for Student Leadership. In this role, the individual will develop and implement strategic, integrated internal and external communications plans; develop content and update the Institute's and Center's websites; manage social media channels; develop a proactive media relations agenda to showcase good stewardship of taxpayers' investment, and highlight the advantages of the institute's alignment with the university. The Institute will be a "destination," with numerous women's leadership exhibits. Additionally, the manager will create promotional and informational materials for visitors to the Institute's leadership exhibits. 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: Director of Public Relations

Supervises: No supervisory responsibility

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

- Develops and implements (including research and writing for) a multi-year strategic integrated communications plan.
- Manages web site content creation (including management of visuals) for the Institute for Women's Leadership.
- Provides media relations and social media (statewide).
- Provides marketing collateral materials for visitors (for special exhibits, etc.)

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- Provides executive communications support (including PowerPoint presentations and speeches).
- Provides special event support (such as for board meetings).
- Develops mutually advantageous communications with TWU's College of Business, Health Sciences, Nursing, A & S, Professional Education and Graduate School.
- Develops and coordinates communications with Office of Governmental Relations.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

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

EXPERIENCE

Ten years' experience in communications (written/verbal/visual/editing) experience in an education environment; public relations experience (mid-level, at a minimum) particularly with respect to managing and measuring effective internal and external internal communications; supervisory experience in an education environment; experience in dealing with complex environments and an ability to thrive despite competing deadline pressures; use of digital survey instruments to gain inexpensive and quick feedback and inputs; strong interpersonal communications capabilities; attention to detail and an appreciation for importance of information accuracy and context.

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:

- Knowledge of principles and best practices of public relations and marketing communications, including solid interviewing, writing and editing skills.
- Knowledge of FERPA and HEPA communications restrictions.
- Knowledge of ADA compliance for web communications, issues, management, and higher education "industry".
- Ability to direct and perform news/feature writing and editing.
- Ability to direct and manage website communications.

- Ability to conduct communications research (surveys) and measurement, social media and other communications channels.
- 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, polices, 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 related university 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

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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, 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.