



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 10/16
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Assistant Director, Media Relations

JOB SUMMARY

The Assistant Director, Media Relations is responsible for identifying potential news stories. The individual works with pitching and successfully placing stories to local, regional, state and national media, connecting University experts and sources with external media. Individual is also responsible for developing strategies for media relations and issues management. This position will also write and publish news releases and manage related digital content that promotes the University, students, and faculty. Work is performed under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies and Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Director, Public Relations

Supervises: Social Media and Media Relations Specialist

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

- Supports media relations work/outreach of Denton, Dallas and Houston campuses.
- Works closely with Director, Public Relations to design, create and implement proactive media relations strategies and activities aligned with University priorities to raise the University's external profile (statewide and nationally) and support student recruiting objectives.
- Finds and publishes stories that highlight TWU's distinctive strengths by promoting leadership and achievements of faculty, students, staff and alumni.
- Coordinates closely with the University's colleges and administrative units to set media priorities, develop media opportunities, identify and develop story ideas, cultivate faculty experts, ensure consistency of overall messaging, and avoid duplication of effort and resources.

Assistant Director, Media Relations
Date Issued: 10/16
FLSA: Exempt
PTO: VCS

- Cultivates mutually beneficial working relationships with members of the local, regional, national and international media.
- Develops, tracks and measures media presence locally, regionally, nationally and/or internationally.
- Develops media relations strategies and communications opportunities that support the University's recruitment efforts, brand positioning and fundraising.
- Works collaboratively with other members of the University Communications team and extended staff to ensure clear and consistent communications.
- Shares strategies, pitch news, and feature articles, writes articles and copy for the University's web site as needed.
- Independently cultivates collegial and productive relationships with administrators, vice presidents, deans, department chairs, faculty, staff, students and others.
- Uses journalistic skills to identify, prepare, publicize and produce news content that supports the University's mission.
- Responds to media request in a timely manner, often under deadline pressure.
- Arranges interviews with faculty, staff and administrators as appropriate.
- Handles logistics for media; compiles and maintains expert's list to help reporters localize breaking news stories.
- Adapts to rapidly changing scenarios and priorities.
- Works closely with Director, Public Relations, provides media relations training and support for University faculty and staff.
- Fulfills critical crisis communications roles, including preparation, subject matter expert training and hands-on participation during actual events. This is a 24/7 availability position, which requires working a demanding schedule during times of emergency or crisis.
- Establishes job standards for subordinate staff and effectively evaluates staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ADDITIONAL DUTIES

- Assists Director, Public Relations, Associate Vice President of Marketing and Communication, vice presidents, deans, department chairs, faculty and staff in executing news conferences as well as media coverage for special events.
- Performs other duties as requested.

EDUCATION

Bachelor's degree required in Journalism, Mass Communications, or a closely related field of Study.

EXPERIENCE

Three years' experience in news media or public relations setting.

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 Associated Press style and today's complex media environment.
- Ability to pitch media.
- Demonstrated strong writing, editing, media relations, web and storytelling skills.
- Ability to establish and maintain effective work relationships with students, faculty, staff and public.
- Ability to communicate effectively, orally, by phone, in person, and in writing.
- Ability to organize work effectively, conceptualize and prioritize objectives.
- Ability to 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.
- Ability to learn web publishing software.
- Ability to use digital or mobile camera.
- Ability to use personal computer and 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.

Assistant Director, Media
Relations
Date Issued: 10/16
FLSA: Exempt
PTO: VCS

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, 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.