



TEXAS WOMAN'S
UNIVERSITY™

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

JOB DESCRIPTION

TITLE

Director of University Internal Communications

JOB SUMMARY

The position will serve as the lead for internal university communications on all three campuses by proactively supporting senior university administrative and academic leaders and their staff in communicating information and “news and calendar information that employees can use” in a timely, transparent fashion. These multi-channel programs (i.e., digital and print channels, employing the full range of written and visual skills) will be research-based as much as possible, and will be designed to build employee pride, provide usable and important information, and inspire employees to be TWU “brand ambassadors.” The effectiveness of these efforts also will be measured at regular intervals (no more frequently than annually). The position will develop communication strategies and detailed action plans, evaluate their effectiveness and continuously improve upon them. Identifies and understands the university’s variety of internal audiences and determining which communication channels reach which groups most effectively. Must be able to facilitate three-way communication across the university’s three campuses from the university’s leaders to faculty and staff, facilitating meaningful employee feedback to the university leaders, departments, teams, and individual employees to increase information sharing and enhancing organizational knowledge. Work is performed under minimal supervision and performance is based on the effective operation of this 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: Senior Copywriter

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

- Actively supports senior university leaders and their staff in communicating information and news to the university employees.

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- Develops and implements internal communication programs to promote transparency and awareness within the campus community of important university initiatives and developments.
- Creates communication strategies and detailed action plans, evaluating their effectiveness and continuously improving upon them.
- Identifies and understands the university's key internal audiences and determines which communication channels reach which groups most effectively.
- Facilitates three-way communication within the university. This includes facilitating communication from the university's leaders to the faculty and staff, facilitating meaningful employee feedback to the university leaders, and facilitating communication within and between committees, departments, teams, and individual employees to increase information sharing and enhancing organizational knowledge.
- Coordinates graphic design and audiovisual for internal communication projects.
- Drafts and delivers internal announcements to inform employees about university updates and changes, community events, training opportunities, university programs and policies, and achievements, etc.
- Collaborates with Human Resources and other internal administrative areas in developing communication vehicles and coordinating announcements for the implementation of university programs and policies. Coordinates the review and approval of internal communications by appropriate parties.
- Serves as a liaison with the Dallas and Houston campuses to ensure that they are an integral part of the university internal communication process.
- Updates and keeps AVP abreast on internal issues, news, and concerns.
- Safeguards the confidentiality of university administration by exercising discretion in communicating information to faculty, students, staff and the various publics served by the university.
- Supervises internal communications employee, and liaises closely with Marketing and Communication colleagues- including the web communications team.
- Assists AVP of Marketing and Communication in raising awareness of TWU as well as discovering and presenting partnerships and sponsorships between TWU, its departments and the outside community.
- 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 marketing, advertising, public relations or related field.

EXPERIENCE

Five years of 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 an internal marketing and communications plan.
- Must have strong research, interviewing and writing skills; social media skills and audio-video communications abilities a plus.
- Strong interpersonal skills.
- 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 working 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.

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.

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