



DATE ISSUED: 10/17
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Assistant Vice President for University Communications

JOB SUMMARY

This position serves as the University's Chief Spokesperson and works closely with the Chief Marketing and Communication Officer (CMCO) to lead the University's local/statewide/national external communications, especially TWU's media relations program and social media platforms. This position directs and manages top-level public relations functions, including, crisis communications and issues management; writing of op-eds, blogs, news releases, executive presentations, magazine articles, speeches and web content, and provides communications counsel and coaching to achieve transparent, timely and professional communications with a wide variety of audiences. Individual must have significant writing experience, as well as demonstrated experience and skills in interviewing, editing, web communications, strategic use of social media platforms and traditional media outlets, and be comfortable, multi-tasking, and working under deadline pressures. Individual must be able to develop and execute a comprehensive communication plan and integrated strategy that addresses student recruiting priorities, advancement news, academic and other program information aligned with the University's strategic plan and competitive positioning. This position is responsible for both direct supervision of media relations/social media staff and highly matrixed supervision of all staff with partial media relations/social media responsibilities. Work is performed under administrative supervision of the Associate Vice President for Marketing & Communications, CMCO with broad latitude for independent judgment and initiative and with evaluation based on the effective operation and communications results 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 & Communications, CMCO

Supervises: Social Media and Media Relations Specialist and Student Assistants & Matrix: Directors of Marketing & Communications for Dallas and Houston, Interim Public Relations Director

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

- Develops and implements a local, statewide and national proactive media relations, social media and issues management strategy to advance Texas Woman's University visibility and standing. This includes managing interviews, personnel training, press briefings and press conferences, development of statements, stories, speeches, blogs and op-eds, web materials, presentations, etc.
- Serves as chief University spokesperson, as appropriate and necessary.
- Works closely with CMCO, scans local, statewide and national Higher Ed news and issues to anticipate (and alert University officials to) potential topics affecting TWU.
- Develops a comprehensive crisis communications plan and manages crisis communications responses efforts 24/7 to ensure accurate portrayal of University actions and minimize potentially negative consequences
- Leverages news and other external information on TWU websites, including expansion and updating of "faculty experts" database.
- Measures local, statewide and national media relations and social media results and analytics and communicates results to key university constituents on an ongoing basis, including production and dissemination of - "TWU in the Headlines".
- Provides Board of Regents meeting communications support, including posting of meeting notices, media communications, and scheduling of interviews as appropriate.
- Prepares Chancellor's post-meeting university-wide email.
- Directly supervises and/or matrix manages all Marketing & Communications staff with responsibilities for media relations and social media, and content creation for the website and other external communications channels.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Bachelor's degree in a relevant field required. Master's degree preferred.

EXPERIENCE

Three years progressively responsible administrative and managerial/supervisory experience in communications, marketing, public relations or related field. Previous experience in higher education preferred. Bilingual communications a plus.

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 journalism and public relations principles and ethics; AP Style; slander/libel laws, social media channels, higher education ‘industry’.
- Ability to plan, direct, and evaluate a complex operation, using human resources, time, funds, and other resources for the accomplishment of long-term and short-term goals of the institution.
- Ability to establish and maintain effective work relationships with students, faculty, staff, 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 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 communicate effectively -orally, by phone, in person, and in writing.
- Must have the ability to make effective and persuasive speeches and presentations on controversial or complex topics to the Board and the university community.
- Technology proficient and fluency with social media tools, including understanding of website content management systems, search engine optimization and social media analytics.
- Ability to use a personal computer and other office equipment, including University email and software.

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.

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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.

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