



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 08/18

FLSA: Exempt

PTO: VCS

JOB DESCRIPTION

TITLE

Director of Communications for Student Life

JOB SUMMARY

Director of Communications for Student Life addresses communication with TWU's nearly 16,000 students on Denton, Dallas, and Houston campuses and online. Individual must be sensitive to communicating effectively with different age groups, students pursuing education at different life stages and needs, and students who live on or off campus. This position will provide strategic communications planning, support and counsel to the Vice President for Student Life, directs and implements information on the complex Student Life website, and communicates closely with the Marketing and Communications team in matters of student engagement, media relations and crisis communications. 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: Vice President of Student Life

Supervises: Manager of Student Life Design Services

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

- Conducts research on best-practice student communications.
- Undertakes student communications research at Denton, Dallas, Houston campuses.
- Creates a strategic communications plan that addresses the priorities of the Vice President of Student Life and aligns with the university strategic plan and priorities of university marketing and communications.
- Implements the agreed-upon strategic student communications plan and measures effectiveness of key initiatives.
- Liaises regularly with Vice President of Student Life team leaders, campus police, marketing and communications, academic affairs to proactively identify student

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communications opportunities and weaknesses that need to be addressed both internally and externally.

- Develops stand-by statements and other communications for Vice President of Student Life, in conjunction with university marketing and communications as appropriate.
- Provides communications support for major Student Life events, including Family Weekend, Orientation and Convocation.
- 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 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 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:

- Ability to perform news/feature writing and editing.
- Ability to manage website communications.

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- 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

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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.