

Sul Ross State University

Position Description

Official Title: Director of News and Information
Salary Group: Unclassified

Job Code: 1330

Summary

Function: The Director is responsible for planning, supervising and coordinating the collection and dissemination of news and feature material and for overseeing and developing recruiting and image enhancement materials concerning the University.

Scope: Responsible for the supervision and management of student publications and for activities and services provided by the University Photography Services, Typographical Services, and Print Shop.

Duties

Essential: Oversee student publications; administer activities provided by the University's print, photography, and typographical services; plan and conduct public relations programs; develop and communicate information designed to project and maintain a favorable public image for the institution; prepare and distribute fact sheets, news releases, photographs, advertisements, brochures and official university publications to media representatives and others as appropriate; develop and maintain positive relationships with local and regional news media; serve as the public relations officer for the institution. Department heads are responsible for content and maintenance of their department webpages. Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

Supervision

Received: Reports to the Vice President for Enrollment Management and Student Affairs.

Given: Supervises staff including Assistant Director, Computing Typesetter, Print Shop Director, Print Equipment Operator and student employees.

Education

Required: Bachelor's degree in journalism, public relations, or a related field.

Preferred: Master's degree.

Experience

Required: Five years experience in public relations, newspaper, or associated work; three years of management experience.

Equipment and Skills

Required: Thorough and demonstrable understanding of computerized publications processes; strong human relations skills; ability to develop budgets and plan the use of resources and time.

Working Conditions

Usual: Normal office conditions; exempt from overtime provisions. Position is Security Sensitive.

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.

Date revised: May 27, 1998