

# **Sul Ross State University**

## **Position Description**

**Official Title:** Executive Director of University Communications

**Salary Group:** RU 8    **Job Code:** 3817

### **Summary of Duties**

**Function:** The Executive Director of University Communications leads and oversees the university's communications department.

**Scope:** Develops materials and interacts with internal and external clients to deliver the University's message to the public and the media. Responsible for cooperating with the Executive Director to oversee the development, organization, and management of public relations for the university specific to university initiatives, programs, and strategic priorities. The Associate Director of University Communications works with the President's Office and Communications and Marketing team to develop effective communication strategies.

### **Duties:**

#### **Essential**

- Serves as principal public relations officer for Sul Ross.
- Provides advice, direction, and coordination for communications and marketing functions of the university.
- Plans and conducts public relations programs which may include fact sheets, news releases, photographs, advertisements, brochures, and official university publications both print and digital.
- Maintains the Sul Ross social media presence and develops appropriate campaigns in collaboration with Alumni, Development, Athletics, and Enrollment Management.
- Serves as a primary writer for Sul Ross publications including print, radio, and television all designed to project and maintain a favorable public image.
- Provides advice and assists university departments in writing news releases and promoting special events.
- Develops and maintains a positive relationship with local and regional news media.
- Coordinates and oversees the university news webpages.
- Develops communications, public relations and marketing programs, determining appropriate communications outlets and events to increase knowledge and exposure for the university.
- Serves as an editor for communications and publications.
- Writes, edits, formats and assembles documents and publications for the President's office, Alumni, and Development ensuring that they are in compliance with University standards and requirements.
- Works with the creative team to create a uniform image and brand in support of the University's values and strategic priorities.

- Develops, cultivates and maintains internal communications networks within the department and the University community.
- Serves as event coordinator or assists with university events.
- Monitors budgets for communications and marketing project and programs.
- Networks with our stakeholders for sponsorships.
- Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.
- Oversee university's mass email system
- Aid as the public information officer as needed.

Non-Essential:

### **Supervision**

Received: General instructions and work periodically reviewed by department head.

Given: Administrative staff and student employees.

### **Education**

Required: Bachelor's degree in Communications, English, Journalism, Public Relations, Marketing, Information Systems or a related field from an accredited institution.

Preferred: Master's Degree.

### **Experience**

Required: Three years of experience in public relations, communications, writing/editing, marketing, web publishing, social media, or a related field.

Preferred: Experience in a higher education, government or nonprofit environment.

### **Equipment/Skills**

Required: Must demonstrate great understanding of common English language writing styles, grammar, punctuation, and spelling. Must demonstrate superlative writing and verbal communications skills; have the ability to organize and track projects and tasks, manage staff, and delegate work to maintain time schedules and attention to detail while managing multiple priorities. Bilingual English/Spanish fluency is preferred. Demonstrated ability to develop and implement communications strategies. Must have the ability to understand and creatively solve complex problems in a deadline driven environment. Experience with Raiser's Edge and Website Management is preferred.

### **Working Conditions:**

Usual: Office conditions; standard hours. Some travel is necessary.

Special: May be required to work evenings/weekends for university events

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: June 2019