

## JOB INFORMATION

|                         |                                |
|-------------------------|--------------------------------|
| Job Code                | BA85                           |
| Job Description Title   | Dir, Comm & External Relations |
| Pay Grade               | MC13                           |
| Range Minimum           | \$79,920                       |
| 33rd %                  | \$101,230                      |
| Range Midpoint          | \$111,880                      |
| 67th %                  | \$122,540                      |
| Range Maximum           | \$143,850                      |
| Exemption Status        | Exempt                         |
| Approved Date:          | 1/1/1900 12:00:00 AM           |
| Legacy Date Last Edited | 8/1/2019                       |

## JOB FAMILY AND FUNCTION

|               |                                         |
|---------------|-----------------------------------------|
| Job Family:   | Marketing, Communications, & Multimedia |
| Job Function: | Public & Governmental Relations         |

## JOB SUMMARY

Under general direction by the Dean of a large college or school, the Director of Communications and External Relations develops and implements strategy in the execution of all communications, building relationships with alumni and other stakeholders, and media relations to communicate programs and successes of the college or school. This position leads, motivates, and supervises a team that executes the planned strategy in reaching and engaging current and new audiences.

## RESPONSIBILITIES

- Develops strategy, in collaboration with the college's leadership, in establishing and maintaining relationships with external key partners and promoting the success of the college. Provides overall management and direction for external engagement with college alumni and stakeholders. Develops and grows alumni and stakeholder relationships through activities including lecture series, alumni events, award programs, etc.
- Directs and manages marketing, communications, public relations, and general college external relations programs and college events.
- Serves as an initial point of contact for media requests and works closely with the University's Office of Communications and Marketing and the Office of Alumni Relations. Ensures communication products are of the highest quality and contain approved and appropriate content.
- Organizes and leads the execution of the college wide initiatives as assigned by the Dean. Coordinates, manages, and directs special projects and provides facilitation of proposal preparation and presentation as required by the Dean.
- Leads, motivates, develops, trains, and supervises the communications unit within the college in branding and communications related to the college's programs.
- Oversees responsible staff for management of the college website to maintain accurate, up-to-date information and directs the generation of news release copy, publication materials, social media, and electronic media submissions and releases.
- Develops and manages departmental budget to include developing, reviewing and approving financial reports, vouchers, and acquisitions.
- Other related duties as assigned by supervisor.

## SUPERVISORY RESPONSIBILITIES

|                            |                                                                                                                                                                                           |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Supervisory Responsibility | Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions. |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

## MINIMUM EDUCATION & EXPERIENCE

| Education Level   | Focus of Education                                                       |     | Years of Experience | Focus of Experience                                                                                                                                                                 |  |
|-------------------|--------------------------------------------------------------------------|-----|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Bachelor's Degree | Degree in Public Relations, Communications, Marketing, or related field. | And | 10 years of         | Experience in external relations and communications industry related to academic, media, marketing, and/or public relations. 2 years of experience supervising full time employees. |  |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of broadcast, electronic and print mediums, and related industries operational practices.

Established working relationships with local, state, and national media and communication outlets.

## MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired |  |
|-------------------------|--------------------------------|------------|------------------|--|
| None Required.          |                                |            |                  |  |

## PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

## PHYSICAL DEMANDS

| Physical Demand               | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|--------|
| Standing                      |       |        |              | X          |            |        |
| Walking                       |       |        |              | X          |            |        |
| Sitting                       |       |        |              | X          |            |        |
| Lifting                       | X     |        |              |            |            |        |
| Climbing                      |       |        | X            |            |            |        |
| Stooping/ Kneeling/ Crouching |       |        | X            |            |            |        |
| Reaching                      |       |        |              |            | X          |        |
| Talking                       |       |        |              |            | X          |        |
| Hearing                       |       |        |              |            | X          |        |
| Repetitive Motions            |       |        |              |            | X          |        |
| Eye/Hand/Foot Coordination    |       |        |              |            | X          |        |

## WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|-------------------|-------|--------|--------------|------------|------------|
| Extreme cold      |       | X      |              |            |            |
| Extreme heat      |       | X      |              |            |            |
| Humidity          |       | X      |              |            |            |

WORKING ENVIRONMENT

| Working Condition      | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Wet                    |       | X      |              |            |            |
| Noise                  |       | X      |              |            |            |
| Hazards                |       | X      |              |            |            |
| Temperature Change     |       | X      |              |            |            |
| Atmospheric Conditions |       | X      |              |            |            |
| Vibration              |       | X      |              |            |            |

**Vision Requirements:**

Ability to see information in print and/or electronically.