Director for University Relations

Posting Details

Posting Number
Position Title Director for University Relations
Department Office of the President/University Relations
Position Type Management
Full-time/Part-time Full-time
Salary
Temporary/Permanent Permanent
FLSA Exempt
Salary Salary is competitive with experience and qualifications
Work Schedule Mon.-Fri. 8:00 to 16:30
Anticipated Start Date
Anticipated End Date None

Position Summary Information

Job Description Summary

The mission of the Office of University Relations is to communicate the educational offerings and purposes of the University and to enhance ESU's image by clearly defining its identity and then communicating that identity consistently to its various constituent groups including prospective students, current students, parents, high school teachers and guidance counselors, community, civic and political leaders including elected officials on the local, state and federal levels, host community residents and business people, alumni, internal audiences including students, staff and faculty, and a variety of special interest groups and organizations and professional associations at all levels. The office objective is to help create an understanding, acceptance and support of the University from its many and varied constituents.

Job Duties
• Advise the President on internal and external constituency relations, public relations, marketing and communications.
• Direct, coordinate and integrate the strategic communications, marketing, and public relations functions of the university into a cohesive effort that conveys a consistent message in support of the university’s mission, strategic goals, and objectives.
• Represent the university to the press on public relations matters.
• Develop and implement internal communication programs to promote transparency and awareness within the campus community of important university initiative and developments.
• Serve as the external community liaison for the university and work collaboratively with external constituencies on behalf of the President; represent the President on committees, boards, and at events as required; handle sensitive issues with public relations impact potential, and work on special projects undertaken by the Office of the President.

Essential duties

• Lead a comprehensive marketing, communication, and public relation program.
• Interact effectively with members of the media as university spokesperson.
• Represent the university and the President at various events in the community.
• Develop professional quality written materials – communications, and articles.
• Advise on public relations approach in dealing with potentially sensitive issues.

Communication, marketing, and public relations program

• Develop and oversee a comprehensive communications, marketing, and public relations program that represent a cohesive and consistent image and message supporting the university mission and goals.
• Distill, sharpen, and focus the university’s core philosophies and effectively use print and other media to communicate and market these philosophies to major constituencies.
• Develop and oversee all social media marketing in the various areas of the university including but not limited to Enrollment and Recruitment.
Serve as the university spokesperson and chief liaison with the media.

Lead the university’s efforts to assess, monitor, manage, and respond to issues that place the university in the public eye.

Advise the President and other university personnel how best to translate and communicate their accomplishments to different audiences.

Develop and implement outreach communication and marketing strategies and plans.

Oversee press release writing and issuance.

Community relations

- Represent the President at events and meetings, and serve on boards and committees as the university representative.
- Represent the University at PASSHE and other state-wide meetings and committees.
- Provide advice and guidance to the President and senior administration in dealing with community groups, on town/gown relationships, with local political bodies, etc.

ESU Foundation and Alumni relations

- Serve as the liaison between the university and the Foundation on matters relating to external relations.
- Coordinate activities with the Foundation and the Alumni Office
- Collaborate with Alumni on the design, editing, printing and distribution of the Alumni Herald.

Supervisory functions

- Direct the activities of the Associate Director, Webmaster, Sports Information Director, administrative staff, graphic design staff, contractors, and other personnel that may be assigned to the office.
- Conduct yearly office staff evaluations for all management personnel.

Print and other media

- Lead development of print, web, and other media matters to promote a positive image and distinctive brand for the university.
- Manage the design, editing, printing, and distribution of university publications.
- Manage photographic services, including arranging coverage of campus events and special functions, and maintaining photographic files.
Collaboration with other offices
• Collaborate with the Admissions (Undergraduate & Graduate) and Enrollment Management offices to ensure consistent branding, uniform messaging, and prioritization of marketing efforts related to prospective students.
• Collaborate with the Alumni office on communications to that constituency. Serve on university and PASSHE committees as required.

Administrative Budget Functions
• Responsible for a $100,000 + budget for the office, including service purchase contracts with contractors.

Specific Duties
• Represent and articulate the position of the President to various stakeholders both internal and external, exercising judgment and working within established boundaries determined in consultation with the President.
• Decide when to work to a solution and when to rise to the President for a final decision/solution.
• Routinely make decisions regarding area of responsibility that involve professional judgment and application of university and PASSHE policies.

Minimum Qualifications
(Required Knowledge, Skills and Abilities)
• Bachelor’s degree in public relations, communications, or related field is required.
• Minimum of five years of progressively responsible experience in communications, public affairs, or a related field is required.

Preferred Qualifications
• Master’s degree is preferred.
• Strong writing skills.
• Demonstrated experience and comprehensive knowledge of communications, marketing, media, and public relations techniques and a track record of establishing and implementing integrated programs encompassing them.
• A positive executive presence and demeanor.
• Outstanding interpersonal and communications skills and the ability to work effectively with a wide range of constituencies in diverse communities.
• Advanced verbal communication skills and the ability to present effectively to small and large groups and gain buy-in and support for ideas.
• Effective supervisory skills including the ability to motivate staff to achieve high levels of performance.
• Ability to synthesize complex issues and articulate a coherent position and rationale clearly and succinctly.
• Strong time management skills, with attention to deadlines and ability to effectively handle multiple priorities concurrently.
• Strong knowledge of the effective use of social media in marketing a University.