

Sam Houston State University Human Resources

Staff Classification Description – Director of Academic Communications

Skill Category: Executive/Administrative

Position (Employee) Class: 1M170 (E1)

Grade: NC

Date: 08/2023

Department: Office of the Provost

Educational & Experience Requirement: Bachelor's degree in Communications, Journalism, Advertising/Marketing, Public Relations, or related field. Master's degree preferred. Five years of experience with demonstrated skills in the following areas: writing, verbal communication, editing/proofreading, website and social media/website content creation. Experience in an academic environment is desirable. Additional education may be considered in lieu of experience.

Nature & Purpose of Position: Works closely with the Provost & Senior Vice President for Academic Affairs along with all academic leadership to support the mission and strategic communication goals of the division and Sam Houston State University. Organizes, leads, advises, and implements special projects to optimize academic communication. Monitors, oversees and supports communication across Academic Affairs and outreach with community liaisons, alumni, potential students, educational partners, professional organizations, and other agencies.

Supervision Given & Received: Work is performed with minimum direction from the Provost and Senior Vice President for Academic Affairs. Supervises undergraduate and graduate student assistants.

Primary Responsibilities: Develops and implements large-scale strategic, integrated communication plans for the Division of Academic Affairs as well as high-level, specialized projects to further the mission of the University and the goals of the division and Office of the Provost & Senior Vice President for Academic Affairs. Consults and supports effective communication strategies and implementation at all unit levels within the division. Establishes and maintains communications and style guidelines and policies for the Division of Academic Affairs. Evaluates and adjusts communications tactics on a regular basis to maintain strategic alignment with leadership efforts. Serves as communications advisor to the Provost and Senior Vice President for Academic Affairs and Academic Affairs leadership team. Crafts, reviews, and ensures consistency of messaging to key audiences from the Provost & Senior Vice President for Academic Affairs and the Office of the Provost. Provides strategic and innovative direction in creating and executing effective communication and media strategies to generate awareness, building relationships and shape behaviors among segments. Drafts and distributes messaging to meet long- and short-term goals, as needed. Works discreetly on sensitive assignments, exhibits sound editorial judgment, and maintains trust with the highest confidentiality. Provides leadership and oversight to academic affairs communication and marketing liaisons. Works independently as well as in conjunction with members of Academic Affairs' leadership team, staff, and faculty toward specific goals. Projects and cultivates a positive and open organizational image. Builds relationships and interacts with internal organizational members at all unit levels. Maintains contacts across Academic Affairs (AA) and assists other AA units by providing vision, management, and expertise in communication and content development. Serves as the division liaison for communication with other divisions. Partners on activities, programs, publications, and general academic matters of interest as they occur. Creates and curates informative and compelling content for a range of communication media, both online and print, to convey and share key messages, such as academic-related stories, organizational goals, strategic plans used to achieve those goals, policies, rules, and procedures. Translates complex concepts into clear, compelling language for a variety of audiences including students, administrators, staff, faculty, government agencies, and other constituent groups. Designs, prepares, reviews, curates, revises, and distributes reports, documents, correspondence, news releases, newsletters, web pages, videos, and publications within the Division of Academic Affairs. Monitors & assists in keeping the content for the Academic Affairs website current and appealing. Facilitates communication with/within the office regarding the department's website. Assists with social media presence per the Academic Affairs communication plan. Collaborates with University marketing and communications entities and adheres to University branding guidelines and policies. Performs other related duties as assigned.

Other Specifications: Must exhibit a high level of professionalism, executive ability, and a keen understanding of protocol. Ability to exercise discretion, excellent reasoning, and independent judgment. Assists in the development of policies and operational procedures for the overall department. Skilled in directing multiple tasks, setting priorities, and organizing operations. Asset and fiscal resources management skills preferred. Ability to establish and maintain effective work relationships with administration, faculty, staff, and the public. Requires the critical judgment for the department, in which very serious consequences on decision-making can occur. Interprets and applies complex directives, policies, regulations, statutes, and procedures, and/or written guidelines for a department or major work group. Outstanding written and verbal communication skills, ability to multitask and work well under pressure, strong knowledge of communication practices and

techniques, as well as an awareness of and proficiency with communications technologies. Strong interpersonal and organizational skills for developing and managing projects and programs involving a variety of audiences (faculty, staff, students, and other stakeholders) both internal and external. Demonstrate initiative in handling a variety of communication projects and interacting with varied audiences over various types of communication platforms for different programs and demonstrate ability to stay current with industry trends. In-depth knowledge of public relations and managing an internal communications plan. Proven success designing and executing marketing and communications strategies and campaigns. Ability to establish congenial work relationships and to communicate effectively across multiple audiences and platforms and be capable of working as part of a team or independently. Ability to think analytically and strategically, and independently handle a variety of issues ranging from administrative to policy to technology. Ability to solve operational problems and make suggestions for process improvement. Communicates with other University departments, personnel, and other agencies.

Previous experience in public relations as pertains to social media (platforms to include LinkedIn, Twitter, Facebook, Instagram, and Snapchat). Knowledge of local, state, and federal laws. Ability to manage business functions. This position may be designated as a Campus Security Authority (CSA).

This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.

Sam Houston State University is an at will employer and drug free/smoke free workplace. All positions at Sam Houston State University are considered security sensitive requiring background checks in accordance with education code 51.215, and drug testing as required by D.O.T. for safety sensitive positions. The pay grade range is inclusive of social security benefit replacement pay.

Sam Houston State University is Committed to Equal Opportunity in Employment and Education.