

Sam Houston State University Human Resources

Staff Classification Description – Director of Content Communications

Skill Category: Executive/Administrative

Position (Employee) Class: 1M170 (E1)

Grade: NC

Date: 08/2023

Department: Division of Integrated Marketing and Communications

Educational & Experience Requirement: Bachelor's degree in public relations, communications, journalism or related field. Five years professional experience in journalism, broadcasting, public relations, communications or experience in a related field.

Nature & Purpose of Position: Management of SHSU's public presence for the university through visual, written, and oral communications, marketing, and branding efforts. Collaborate with Marketing and Communications team members, University Advancement departments, the Office of the President, and other areas on campus to enhance the university's visibility through multiple media channels, including video, web, print, social, and other multimedia communications.

Supervision Given & Received: Direct supervision to assigned support staff and/or student employees. Receives minimum supervision from the Chief Marketing Officer.

Primary Responsibilities: Responsible for content creation for the university. Serves as the primary content creator for Integrated Marketing Communications. Provides content across all university marketing and communication channels, including video, print, web, social media and paid media. Assists providing editorial guidance to all campus constituents as needed and is an important advisor at all levels of campus. This is a critical storytelling position, as it directs, edits, and publishes University-wide publications, including Heritage magazine, Today@Sam, Alumni communications, and advancement publications such as the Donor Report and Endowment Report. Works with campus clients to collect and tell stories through other channels, including but not limited to the University webpage, online Heritage magazine, College magazines, social media, and short-form videos. Serves the campus community as a resource for assistance on print materials as needed and works closely with the Graphics team in Printing Services to ensure that all materials adhere to graphic standards and appropriately promote the University brand. Provides direct management support to a team of content creators to develop university content in various forms, including feature writing, announcements, press releases, social media, photos, and video. Serves as the primary storyteller for the university. Working with key university academic, enrollment, and advancement staff stakeholders to develop cross-channel communication strategies that positively impact enrollment engagement, donor giving, and stewardship, and campaign awareness. Written content creator focused on the major campus publications including electronic media. Pursue, create, and publish high-quality content and stories. Ensures university content is optimized for high-impact experiences to engage and grow audiences across all communication platforms. Serves in a leadership role for university-wide communication initiatives with a focus on the coordination of all campus communications specialists housed in colleges and departments across the campus; coordinates and manages these relationships to build buy-in to create a best practices model for telling the campuses stories in cross channel, effective communications to a wide variety of audiences. Develops and administers communications strategies in line with the university's strategic priorities and branding initiatives. Manages video and photography requests and participates in production shoots as needed. Develops best practices for content approaches and stays abreast of content trends. Manages projects to ensure timely and accurate implementation. Publish Heritage magazine, print and online (3X annually), Today@Sam digital, and a series of other high-end annual brand-enhancing publications and reports. Successfully manage the publications calendar including the development & on-time delivery of each publication. Creation and management of a publications advisory board for content development. Performs other related duties as assigned.

Other Specifications: Works closely with academic departments and university administrative units to achieve advancement and enrollment objectives. The ability to work collaboratively with faculty in different disciplines is required. Must be effective in interpersonal, speaking and written communication skills. Must be effective in computer and related technology skills. Involved with important contacts such as but not necessarily limited to administration, Deans, Vice Presidents, Faculty, Committees, Texas Higher Education Coordinating Board, State, Regional and National agencies and organizations. 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.