

Sam Houston State University Human Resources

Staff Classification Description – Director of Executive Communications & Media

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 Journalism, Mass Communication, Public Relations, English, or a related field. Five years of experience in communications, public relations, the media, or a related field. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

Nature & Purpose of Position: Supports the President and executive team by facilitating effective communication both internally and externally. Crafts, coordinates, and delivers strategic messages on behalf of administration to ensure consistent and impactful communication across various channels. Responsible for gathering information, disseminating news releases and publicity about the University, and writing for the Office of the President.

Supervision Given & Received: Works under the general direction of the Chief Marketing Officer. May supervise employees. Assists in leading team projects involving two or more department staff. Maintains direct contact and communication with President's Office.

Primary Responsibilities: Collaborates with executives to develop and refine key messages, speeches, presentations, and other communication materials. Researches and gathers relevant information to support the creation of accurate and compelling content. Ensures that communication materials align with the university's messaging and branding guidelines. Writes speeches and talking points for President and other executives, tailoring the content to suit different audiences and occasions. Assists in drafting external communication materials such as press releases, articles, and social media posts. Collaborates with the IMC team to coordinate media interactions, interviews, and statements for President. Monitors media coverage and industry trends to provide relevant insights and recommendations. Works closely with IMC to ensure consistent messaging and alignment. Acts as a liaison between executives and various teams to gather information and ensure accurate representation in communications. Contributes to developing crisis communication strategies and materials to address sensitive issues effectively. Performs other duties as assigned.

Other Specifications: Proven experience in speechwriting, content creation, and executive communication support. Excellent writing and editing skills, with a keen eye for detail and accuracy. Strong understanding of branding, messaging, and communication best practices. Ability to work under pressure, meet tight deadlines, and manage multiple projects simultaneously. Exceptional interpersonal skills and the ability to collaborate effectively with executives and cross-functional teams. Knowledge of media relations and crisis communication strategies. Familiarity with digital communication tools and platforms. High level of professionalism, discretion, and confidentiality. 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.