

University of Houston – Clear Lake

Position Description

Job Title: **Executive Director, Communications**

Job Code: **2240**

Pay Grade: **070**

FSLA: **EX**

Location: **UHCL**

Retirement Program: **ORP**

QUALIFICATIONS

	REQUIRED	PREFERRED
Education	Bachelor's degree in Communications, Journalism or related field.	Master's degree in Communications, Journalism or related field.
Experience	Ten years of experience in Communications including five years supervisory experience.	Direct experience in diverse range of communications including public relations, marketing, market research, advertising, web development and social media.
License/Certification		

This position may be security sensitive requiring a background check of the final candidate.

POSITION SUMMARY

As a member of the University Advancement management team, the Executive Director of Communications provides leadership and guidance on planning and implementing university communications programs to advance enrollment, academic, alumni and community outreach, and fundraising goals. Provides expertise in strategic and creative communications and marketing to the university's executive and senior leadership. Serves in an advisory capacity to the president on key university communications and marketing initiatives and university crisis communications. Serves as the UHCL communications and marketing liaison to the University of Houston System.

Duties and responsibilities	% Time
Works in conjunction with the university advancement team to build awareness of and support for the university. Develops, implements and manages university communications programs, including media relations, university magazine and president's annual report, university homepage and key web tabs/pages, official university social media accounts, institutional advertising, university publications reviews, university branding initiatives, and crisis communications.	25
Directs the daily operations of the Office of Communications, including supervising creative staff and freelance professionals, defining and developing goals, managing budgets, overseeing project schedules/work flow and making staffing decisions.	25
Collaborates with the associate vice president for enrollment management and external ad agencies to develop strategic marketing communications plans to support student recruitment and retention goals, and provides ongoing guidance or support in the implementation of the plans. Consults with and/or advises the president regarding marketing communications strategies and goals with university-wide implications.	25
Collaborates with the president on institutional responses/announcements to the news media, including composing or editing statements, facilitating personal interviews, or serving as spokesperson when appropriate. Serves on the university's Crisis Management Advisory Team, which advises the president on critical or emergency issues. Prepares university announcements for internal and external audiences. Manages UHCL crisis or emergency media advisories in collaboration with the University of Houston System and sister universities. Provides 24/7 availability	15

for crisis or emergency communications support.	
Serves as the liaison and provides media activity reports, university news items and other materials related to UHCL communications and marketing to the University of Houston System for presentation to the chancellor, board of regents, legislators and the general public.	10

This position description describes the general qualifications, duties and responsibilities of work being performed.