

University of Houston – Clear Lake

Position Description

Job Title: **Assistant Director, Media Relations**

Job Code: **3229**

Pay Grade: **040**

FSLA: **EX**

Location: **UHCL**

Retirement Program: **TRS**

QUALIFICATIONS

	REQUIRED	PREFERRED
Education	Bachelor's degree from an accredited university or college in Communications, Journalism or related field	
Experience	Minimum of five years professional experience writing/editing in a communications environment, preferably in Journalism and/or Public Relations field. Minimum of three years Media Relations and Project Management experience.	Special consideration given for experience in a higher education Communications environment. Publications management and art direction experience a plus.
License/Certification		

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

POSITION SUMMARY

The Assistant Director of Media Relations develops and implements university media relations and other communications strategies to advance UHS and UHCL strategic goals and objectives. The position is responsible for establishing and managing effective university-wide media relations programs and resources; cultivating and sustaining relationships with professional communications practitioners and news media representatives; providing expertise in general public relations as well as crisis communications. The Assistant Director of Media Relations serves as the primary media relations liaison to the schools and develops strategic publicity plans for key initiatives. In addition to assisting in management of the Office of Communications, the Assistant Director of Media Relations serves as the university's communications liaison on UHS/UHCL public relations initiatives and as chief communications officer/university spokesperson as assigned or in the absence of the Director of Communications .

Duties and responsibilities

% Time

Establish and manage effective university-wide media relations programs and resources; cultivate and sustain relationships with professional public relations practitioners, journalists and others in the communications field; and provide expertise in publicity, media relations and crisis communications. As the primary liaison to school administrators and faculty, provide guidance and counseling on publicizing key academic programs and initiatives. Includes developing strategic publicity plans for key university initiatives; supervising professional staff writers and communications interns; and overseeing all media relations programs. Also, facilitates and coordinates news media interviews with the president and other senior university administrators.	50
Assist the Director of Communications in developing and implementing media relations, crisis communications and other communications strategies as well as managing staff and budgetary resources of the Office of Communications to advance UHS and UHCL goals and objectives. Serve as the UHCL Communications Liaison on major UHS/UHCL public relations initiatives and as Chief Communications Officer/university spokesperson as assigned or in the absence of the Director.	40

Help manage and coordinate publications and other communication initiatives and perform other job-related duties as assigned. Includes involvement at various levels- from writing/editing support to complete oversight of projects (planning, budgeting and managing).	10
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This position description describes the general qualifications, duties and responsibilities of work being performed.