

JOB INFORMATION

Effective Date	1/9/2023
Job Code:	3257
Job Title:	Director, Academic Communications
Salary Grade/Structure:	080 - Admin-Professional
Career Level Name:	M3 - Middle Manager
FLSA Name:	Exempt
EEO Code:	10-Exec, Admin, Mgmt
Job Function:	Academic Affairs
Job Family:	Academic Support
Job Summary	The Director, Academic Communications oversees all facets of academic communications for the University. Serves as a liaison between the Division of Academic Affairs and the University Marketing and Communications Office and facilitates the collection and dissemination of information from colleges, academic support areas, and University institutes allowing Academic Affairs to promote academic programs, faculty and student achievements.

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree	Degree in Communications or a related field.	Required	
Master's Degree		Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Some	Minimum seven years of experience in communications, public relations, public information or journalism position.	Required	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
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Knowledge, Skills and Abilities

KSAs	Proficiency
• Knowledge of professional writing standards and effective oral and written communication skills.	Proficient
• Knowledge of general office policies, procedures, and equipment.	Skilled
• Must be proficient in Adobe Creative Suite.	Proficient
• Skilled in reviewing and editing complex documents.	Skilled
• Proficient in Microsoft Office applications (Word and Excel).	Skilled
• Ability to communicate and work effectively with diverse teams.	Skilled
• Proven ability to meet short-term communication needs while developing strategic communication plans in a dynamic academic environment.	Skilled
• Must have the capacity to process complex material quickly and, from it, produce clear, concise and engaging copy under deadline pressure.	Skilled

JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

Essential Functions

Essential Function	% TIME
• Develops and manages a comprehensive internal and external communications program that raises the awareness and visibility of the Office of the Provost.	20%
• Plans and coordinates publications and communications, including newsletters, social media, and brochures.	20%
• Works with University Marketing and Communications to develop and implement strategic marketing, branding and image building campaigns and efforts to increase the awareness and visibility of the Office of the Provost.	20%
• Works to strengthen communications links with key community and governmental agencies and organizations as well as other key constituent groups.	15%
• Manages Office of the Provost web pages and provides content updates.	10%
• Oversees the day to day communication activities of all Office of the Provost units and sub-units.	10%
• Other related duties as assigned.	5%

PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Travel Requirements

Estimated Amount	Brief Description