

JOB INFORMATION

Effective Date	8/8/2022
Job Code:	3256
Job Title:	Assistant Director, University Communications
Salary Grade/Structure:	060 - Admin-Professional
Career Level Name:	M1 - First Level Manager
FLSA Name:	Exempt
EEO Code:	10-Exec, Admin, Mgmt
Job Function:	Marketing & Communications
Job Family:	Marketing & Communications
Job Summary	The Assistant Director, University Communications leads University of Houston-Clear Lake's news and media relations functions from within University Marketing and Communications (UMC). This highly skilled writer and communicator supports the University's overall content strategy, working with other team members to uncover, determine, and develop the best stories to advance academic excellence, enrollment, fundraising, and brand/image. An experienced professional, this person builds strong relationships with reporters, responds to inquiries, shares stories and information with the UHCL community as well as worldwide media. This resourceful individual has a broad knowledge of print, broadcast and digital media, and a strong understanding of best practices for content distribution across multiple channels, along with experience using software for media distribution, strategic monitoring, and analysis.

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	Marketing, Communications or related degree.	Required	
Master's Degree	Marketing, Public Relations, Communications, Journalism or related field.	Preferred	

Work Experience

Experience	Experience Details	Required/ Preferred	
Considerable	Minimum five years of experience in media relations, integrated marketing communications, public relations, and crisis communication.		
Progressive	Experience working in higher education marketing, communications, and or enrollment management; Superior understanding of marketing and advertising principles, including measurement and analytics, and a track record or fostering creativity across multiple mediums; Knowledge and		

Work Experience

Experience	Experience Details	Required/ Preferred	
	familiarity of higher education environments and admissions recruiting; Knowledge of analytics and marketing measurement; Experience in brand management and stewardship with knowledge of developing and maintaining Identity standards; Ability to manage multiple projects and priorities; Knowledge of the video production process.		

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Preferred	

Knowledge, Skills and Abilities

KSAs	Proficiency
• Knowledge of writing for news media as well as AP Style writing.	Proficient
• Knowledge of media relations strategies to achieve media placements and mentions in local, regional and national media.	Proficient
• Must have excellent oral and written communication skills.	Proficient
• Experience preparing and executing strategic communications plans.	Skilled
• Skills in managing a newsletter, including use of editorial calendaring and/or story budgeting processes.	Proficient
• Ability to work in highly collaborative environments requiring interpersonal communication competence, initiative, active listening, and emotional intelligence.	Skilled
• Ability to learn and utilize software and digital tools for news distribution and monitoring.	Skilled
• Ability to manage multiple projects and priorities.	Proficient

JOB RESPONSIBILITIES

Campus Security Authority ☒

Remote Work Capable ☐

Essential Functions

Essential Function	% TIME
• Collaborate with leaders and communicators across campus to develop and execute internal and external communication plans to engage and inspire audiences.	25%
• Research, edit, and write university news stories and press releases and pitch them to the news media.	25%
• Working with the AVP of Marketing and Communications, develop structure and plan for internal communication regarding institutional initiatives, issue management, crisis communication, and other university announcements.	15%
• Manage team that produces regular news stories, social media content, and website content.	10%
• Collaborate with appropriate staff — such as graphic designers, videographers, and photographers — to write, edit, and prepare for production a variety of university communications.	10%
• Monitor and analyze media/mentions across online news, social media, print, broadcast, and podcasts.	5%
• Manage relationships with external media partners.	5%
• 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