



**DATE ISSUED:** 10/08

**FLSA:** Exempt

**PTO:** VCS

## **JOB DESCRIPTION**

### **TITLE**

Director of Community Relations

### **JOB SUMMARY**

The position of Director of Community Relations is established at the administrative level to assist the Chancellor and President. The position has the responsibility for developing, leading, and implementing an overall strategic university Communities Relations Plan for TWU, focused primarily on the Dallas Metroplex. Responsibilities include raising the awareness of TWU as well as discovering and overseeing partnerships and sponsorships between the University, its departments and the community. The position will also interrelate with the Office of Institutional Development by acting as co-chair of the Virginia Chandler Dykes Leadership Award Event with other Development Officers. Responsibilities also include directing, planning and providing leadership initiatives that will provide additional opportunities to make TWU more known and respected to the outside constituencies in Texas. Work is performed under the administrative supervision of the Chancellor and President with broad latitude for independent judgment and initiative with evaluation based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

### **ORGANIZATIONAL RELATIONSHIPS**

*Reports to:* Chancellor & President

*Supervises:* No supervisory responsibilities

### **PRIMARY DUTIES** - *May include, but not limited to the following:*

Assists the Chancellor and President with community outreach programs mainly within the Dallas Metroplex with some further cultivation within Texas.

Develops, leads, and implements an overall strategic university Communities Relations Plan for TWU, focused primarily on the Dallas Metroplex.

Raises awareness of TWU as well as discovering and overseeing partnerships, and sponsorships between the University, its departments, and the community.

Acts as co-chair with other Development Officers to support the entire process associated with the Virginia Chandler Dykes Leadership Award Event.

*Director, Community  
Relations  
Date Issued: 10/08  
FLSA: Exempt  
PTO: VCS*

Seeks and seizes any additional opportunities to make TWU more known and respected to the outside constituencies in Texas.  
Identifies key opportunities for the university and initiates and implements strategies that address these opportunities.  
Coordinates and participates in proposal development.  
Provides senior level staff support to the Chancellor and President.  
Participates in and manages special projects.

***ADDITIONAL DUTIES***

Performs other duties as requested.

***EDUCATION***

Bachelor's degree required.

***EXPERIENCE***

Five years responsible administrative experience in communications, public relations or related field.

***REQUIREMENTS***

Valid driver's license issued by the State of Texas and a safe driving record such as required to attain Driver's Authorization from the university.

***KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:***

- Ability to plan, direct, and evaluate a complex operation, using manpower, time, funds, and other resources for the accomplishment of long-term and short-term goals of the institution.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- Ability to provide administrative guidance within area of responsibility, providing direct training and supervision as needed.
- Ability to apply budgetary and fiscal planning techniques within financial constraints.
- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.
- Ability to communicate effectively -orally, by phone, in person, and in writing.
- Ability to travel to events or business related matters.

Director, Community  
Relations  
Date Issued: 10/08  
FLSA: Exempt  
PTO: VCS

Must have the ability to make effective and persuasive speeches and presentations on controversial or complex topics to the Board and the university community.  
Ability to use a personal computer and other office equipment.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. The employee must have the ability to occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include ability to distinguish the nature of objects by using the eye.

### **WORK ENVIRONMENT**

Employees are responsible for performing their duties in an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed primarily indoors in an office setting. The noise level in the work environment is low to moderate. While performing the duties of this position, the employee may be required to travel.

### **SAFETY**

Assists in the creation of a culture of safety and environmental protection by performing work safely in accordance with departmental safety procedures. Operates equipment safely and reports any unsafe work conditions or practice to supervisor.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the**

Director, Community  
Relations  
Date Issued: 10/08  
FLSA: Exempt  
PTO: VCS

***differences among persons. Discrimination or harassment of any kind is considered inappropriate.***

***Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.***

***All positions at Texas Woman's University are deemed security sensitive requiring background checks.***