



DATE ISSUED: 09/05

FLSA: Exempt

PTO: VCS

JOB DESCRIPTION

TITLE

Director, News and Information

JOB SUMMARY

Manages the daily operation of the media relations function of the Office of Marketing and Communication, including the gathering, writing, and dissemination of university news and information for print and broadcast media. Work is performed with minimal supervision and performance is based on the effective operation of the media relations function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President for Marketing and Communication

Supervises: No supervisory responsibilities

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

Gathers and disseminates news and information about TWU and its components.

Gathers information for and writes and edits news releases, magazine articles and other written materials.

Manages the Office of Marketing and Communication website.

Plans and implements media relations strategies for special events.

May service as primary spokesperson to the media.

Works on special projects, as assigned by the Associate Vice President for Marketing and Communication.

Provides counsel on media relations issues.

Compiles the online newsletter TWU Update for distribution to faculty and staff.

ADDITIONAL DUTIES

Performs other duties as requested.

EDUCATION

Bachelor's degree in Journalism, Mass Communication, or a closely related field of study.

EXPERIENCE

Five years experience in news media or public relations setting, including writing/editing, media planning and initiating and maintaining media contact.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

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 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. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. May be required to lift or move 25+ pounds.

WORK ENVIRONMENT

Supervisors are responsible for maintaining an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed indoors and/or outdoors. The noise level is usually low to moderate. While performing the duties of this position, the employee may be required to travel.

SAFETY

Supervisors are responsible for the safety of their employees by creating and maintaining a safe work environment. New employees should be provided with safety instruction during the first 30 days of employment and receive, as applicable, annual refresher safety training. Supervisors should operate equipment safely and report any unsafe work conditions or practices to Management or Safety Coordinator. Supervisors should insure that employees work in a safe manner and submit injury/accident reports to the Office of Human Resources within 24 hours of notification.

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 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.

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