Title: Associate Director, Public Relations

Pay Scale Group: 20

Essential Function
Under general supervision from a designated administrator, provide the administration and supervision of a unit in the Public Relations Division (e.g., Graphic Design, News, Advertising, or Publications).

Characteristic Duties

• Champion and advance the image of the University by directing, managing, executing, and measuring strategic public and media relations programs, and external and internal communications.

• Provide direct support for the Provost / President’s division of the University.

• Manage communications with key stakeholders including corporate marketing and leadership

• Serve as departmental level director. Organize the planning, development and implementation of strategies for the Public Relations Division.

• Create and implement departmental policies and procedures.

• Keep abreast of technological changes in the field. Evaluate and recommend the benefit of new products in relation to the costs.

• Work with Business Administrator to develop and manage budgets; keep track of cost recovery.

• Maintain liaison with other media services.

• Respond to requests from outside agencies for information regarding the university.

• Serve as a working director in area of expertise (e.g., write articles and speeches, create graphics, edit articles, etc.).

• Provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).

• Perform related duties based on departmental need.

Minimum Qualifications

• Bachelor’s degree with seven (7) years experience; -OR- Associate's degree with nine (9) years experience; -OR- eleven (11) years experience. Degree must be in a related field corresponding to the unit for which the Associate Director will be responsible. Experience must be in a related area. Experience may also require at least three (3) years supervision.