Title: Assistant Director, Public Relations

Essential Function

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

Characteristic Duties

- Serve as departmental level director. Participate in 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.).

- May 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 five (5) years experience; -OR- Associate's degree with seven (7) years experience; -OR- nine (9) years experience. Degree must be in a related field corresponding to the unit for which the Assistant Director will be responsible. Experience must be in a related area. Experience may also require at least three (3) years supervision.