Classification Specification for Unclassified Service

Title: Director Public Relations

Pay Scale Group: 22

Description Summary
Under general supervision from a designated higher level administrator, provide strategic leadership and oversight for the University’s internal and external communications.

Characteristic Duties
Responsible for development, implementation and administration of goals to achieve division objectives; assume management responsibility for a wide range of projects/tasks associated with the university’s strategic communication planning; liaison to Ohio Board of Regents communications functions, Inter-University Council, and the UC Board of Trustees office.

Formulate, recommend, approve, implement and communicate major policy changes affecting other departments such as setting direction for crisis and emergency communications procedures. Participate in cross-functional policy development.

Responsible for collaborating efforts with administrative and academic units (i.e., Academic Colleges, Student Affairs, Foundation, Institutional Research, Human Resources and Administration & Finance, etc.) to provide communication and news writing assistance that enhances communication, promotes university programs and communicates safety and emergency incidents and procedures; set direction for West Campus web/news content, news related events, electronic newsletters, publications, magazine, and other university produced media.

Assist in development, implementation and monitoring of department budget; authority for budget.

Coordinate requests for public information and forward to the appropriate office; monitor records distribution to news media.

Provide administrative leadership and supervision to managers, professionals and support staff; hire, orient, train, mentor and evaluate assigned staff; monitor and coordinate staff development and training programs.

Serve on various university, division and departmental committees and represent the division and university at various state and national associations; perform related duties based on departmental need.

Minimum Qualifications
Master’s degree with five (5) years experience; -OR-Bachelor’s degree with seven (7) years experience; -OR- Associate’s degree with nine (9) year’s experience; -OR- eleven (11) years experience. Experience must be related to areas of responsibilities and include at least three (3) years supervision.