Director, Community Relations

Job Code 00001571

General Description
Responsible for functioning as a liaison between Texas State University with government officials at state and local levels, public schools, chambers of commerce and other entities in the San Marcos region.

Examples of Duties
- Manage regional public affairs operation.
- Develop strategies to build the university’s image in the community.
- Collaborate with public and private organizations to promote the university.
- Serve as the university’s contact person for the region; build networks and form partnerships.
- Serve as liaison between the division and president’s cabinet.
- Identify and actualize projects and partnerships between the university and local government, businesses, industry and other institutions of higher education, public schools and civic organizations.
- Serve on external and internal committees.
- Assist in the division’s strategic planning initiatives.
- Coordinate university support for community, regional and state economic development issues.
- Perform other duties as assigned.

Knowledge, Skills, and Abilities
Knowledge of:
- University policies and procedures, history and organization, regional government, media protocol.

Skill in:
- Preparing reports, letters and proposals, negotiation, mediation, public speaking, marketing, determining timing and procedure for presentation of proposals, developing recommendations for contracts, programs, resolving problems, developing strategies.

Ability to:
- Understand complex written job instructions, communicate with internal and external entities.

Experience and Education
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.
Other Requirements