Asst Dir, Round Rock

Job Code 50020649

General Description
Create and maintain appropriate image and provide current information about Round Rock campus for students and general public. Oversee public relations for Round Rock campus including providing public information for students, faculty, staff, and the external public.

Examples of Duties
Oversee public relations for Round Rock campus including providing public information for students, faculty, staff, and the external public. This includes the university webpage, monthly e-newsletters, emails, and other forms of communication.
Review messages that are sent to distribution lists from the Director.
Establish procedures for handling telephones, e-mail, and other correspondence.
Oversee all campus marketing activities.
Plan alumni and donor events.
Establish policies, procedures, and calendar for event calendar and building use agreements.
Oversee and direct efforts of tech support team, facility crew, custodial crew, parking guard, and police officer security for special events as required.
Establish and distribute operating procedures.
Supervise, evaluate and delegate to staff.

Knowledge, Skills, and Abilities
Knowledge of: university policies, procedures, programs, and services; web and e-newsletter guidelines and software; room scheduling software.

Skill in: coordinate and participate in effective teamwork to accomplish goals; demonstrating effective verbal and written communication; customer service.

Ability to: set up special events, meetings and workshops; delegate responsibilities to others.

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