Dir, Univ News Service

Job Code 50011351

General Description
The University’s chief media relations office providing direction and guidance in strategic level operations and planning regarding social media and public relations with the highest level of university system administration.

Examples of Duties
Maintain staff efficiently by managing, hiring replacements, evaluating work, giving direction to office, delegating work, and assuring continuing education of staff.
Build a team approach to work, planning and implementing department budget.
Assist VPUA and other UA directors in day-to-day planning, implementation and evaluation of division’s work through UA Council meetings, prospect meetings, occasional retreats, telephone and email communication.
Assist Texas State University administration with media relations issues when problems arise and advise the President, Provost and Vice Presidents on potential public relations problems that might arise. Develop strategies with university administration to help keep the university’s image favorable.
Facilitate smooth media relations by supervising the writing and approving of news releases and media advisories; assisting at media events, such as press conferences, hiring, announcements, campus activities; acting as university spokesperson; managing inquiries from media; assuring compliance with open records and other laws.
Direct the writing of copy of various outlets, such as president’s report, newspaper op-ed pieces, presidential presentations, video scripts, and ads.

Knowledge, Skills, and Abilities
Knowledge of: media; good management practices; special events; various University, local, state, and federal laws; regulations of NCAA; computer applications.

Skill in: preparing clear and accurate documents and reports; problem solving and decisions making; teamwork; establishing rapport with clients; computer applications.

Ability to: interpret and retain general information; work under pressure.

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