

## **Asst Dir, Communications**

### **Job Code 50035138**

#### **General Description**

Reporting to the Assistant Vice President for communications, the Communications Director is a member of the Communications team responsible for writing speeches, remarks, quotes, digital communication, testimony and commentaries for the President and other senior university officials. The position also acts as the University's Rapid Response Coordinator, coordinating policy, recall and other aspects of crisis communication.

#### **Examples of Duties**

Research and write formal speeches, as well as reports, presentations, op eds, media statements, collateral materials, and social media messages for the President and other senior university officials.

Support the AVP for Communication in drafting communications messages and strategies to align presidential communications with Texas State's mission and strategic goals.

Write formal speeches, reports, presentations, op eds, media statements, and social media messages.

Assist AVP for Communications with implementing strategic communication tactics related to increasing exposure for university programs and achievements to external and internal audiences.

Work with other colleagues in Communications to develop effective strategies and written materials to support the university's strategic initiatives.

Write high-quality content for use in various university publications that represent the President's vision on key issues that affect the university.

Proofread copy for errors.

Perform other duties as assigned.

#### **Knowledge, Skills, and Abilities**

**Knowledge of:** university, local, state and federal regulations pertaining to public information; current events; public relations techniques; Microsoft Office systems and social media.

**Skill in:** creative and journalistic writing; working as a team member; drafting executive speeches; effective oral and written communication; practicing discretion, diplomacy and confidentiality.

**Ability to:** perform basic math; explain, describe, communicate and persuade; edit and rewrite; 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**