

## Texas Wesleyan University Job Description

**Name:** OPEN  
**Job Title:** Director of Communications & Marketing  
**Department:** School of Law  
**Reports To:** Cynthia Fountaine (Interim Dean)  
**FLSA Status:** Exempt  
**Prepared By:** Human Resources  
**Prepared Date:** March 2008

### SUMMARY

Responsible for managing the Communications & Marketing Office in order to generate broad external coverage of the law school (locally, regionally and nationally). Evaluates the quality and scope of coverage to ensure that it is consistent with the image the law school would like to project, and to measure its effectiveness in achieving marketing goals. Promotes the law school's image through public relations activities. Provides support for all departments, including but not limited to, admissions, advancement & alumni relations, career services, and faculty development in marketing and other external relations activities.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following.

Evaluates the quality and scope of coverage to ensure it is consistent with the image the law school intends to portray and measures its effectiveness in achieving marketing goals by working in conjunction with the Dean and various department heads to develop a marketing strategy for the law school; working with contractual-service providers to develop and place advertisements while maintaining consistency and high quality; negotiating with radio/television stations on advertising packages and coordinating production of radio/television spots; and, producing select print advertisements, as necessary.

Promotes the law school's image through public relations activities by responding to all media-related inquiries; identifying media best suited to achieve the public relations program's objectives; and, identifying, cultivating and providing a liaison with appropriate media personnel.

Meets regularly with faculty, administrators and student leaders to identify, promote and develop newsworthy activities and personnel best suited to the achievement of the public relations program's objectives.

Writes, edits and distributes news releases to media outlets and tracks each release's use.

Produces an annual media resource guide for distribution to media.

Maintains media files for all faculty and administrators.

Coordinates photography for law school events and publications. Determines photographic needs and processes them through in-house photography, use of professional photographers or use of file-photos.

Maintains photo files, updating and replacing items as required.

Maintains photographic supplies and equipment in stock and in good repair.

Arranges for film processing.

Produces and assists in planning law school publications such as: Annual - viewbook, brochures, recruiting posters, alumni directory, electronic newsletter and Wesleyan Lawyer; Academic - catalogs, brochures, seminar handouts; Special Projects - certificates, programs, invitations, forms.

Assists in planning, scheduling, and production of publications for other law school departments and student organizations.

Develops and maintains relationships with off-campus printers and publishers to obtain quality services that meet the delivery deadline and are within the budget.

Provides design and layout services as required.

Composes and edits copies to meet style and grammar guidelines, as appropriate, for the law school setting.

Supervises the content and design of the website.

Provides assistance in planning and executing special events.

Generates new ideas by which the law school can promote its image.

Prepares purchase requisitions and other accounting forms as needed; returns invoices received directly by the Communications and Marketing Office to the law school's Business Office; and, ensures invoices from all contracted vendors have been fully executed.

Develops and maintains an archive of publications about the school, including newspaper and other articles that mention Texas Wesleyan University School of Law.

Attends periodic staff meetings and deans & directors meetings.

Generates annual communications and marketing budgets, plans, and reports.

### **SUPERVISORY RESPONSIBILITIES**

Directly supervises employees in the Marketing and Communications Office. Carries out supervisory responsibilities in accordance with the University's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION and/or EXPERIENCE**

Bachelor's Degree in related field required; Juris Doctor degree preferred.

At least 3-5 years experience in a college or university setting preferred.

Previous supervisory experience desired.

### **KNOWLEDGE, SKILLS, & ABILITIES:**

Knowledge of basic public relations and communications principles and standards.

Knowledge of basic publication design principles.

Proficiency with an integrated administrative system, and desktop computer and current software programs, such as PageMaker, Illustrator, Photoshop, etc.

Knowledge of and experience in establishing and maintaining relationships with Dallas/Fort Worth media.

Experience working with commercial printers and knowledge of printing technology.

Ability to maintain positive approach under pressure.

Ability to design, write, and edit advertising.

Outstanding interpersonal and community relations skills.

Skill in budget preparation and fiscal management.

Knowledge of publication design, advertising and marketing principles.

Knowledge of advertising markets and placement of University advertising.  
Ability to make administrative/procedural decisions and judgments.  
Ability to develop, plan, implement, and evaluate programs and short- and long-range goals.  
Ability to organize, establish priorities, and meet deadlines.  
Ability to make administrative/procedural decisions and judgments.  
Skill in organizing resources and establishing priorities.  
Ability to work independently and exercise good judgment.  
Ability to supervise and evaluate employees.  
Knowledge of human resources concepts, practices, policies, and procedures.  
Ability to adhere to University & departmental policies and procedures.  
Ability to work effectively with a wide range of constituencies in a diverse community.  
Ability to be discrete in handling confidential matters, while complying with privacy/security regulations.

### **LANGUAGE SKILLS**

Ability to compose a variety of correspondence. Ability to read and comprehend instructions, short correspondence, and memos. Ability to write and edit a variety of materials for publication. Ability to read, analyze, and interpret a variety of documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management and board members, members of the media, current and former students, and University employees.

### **MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

### **REASONING ABILITY**

Ability to define problems, collect data, establish facts, analyze data and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk and hear. The employee must regularly lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee may be exposed to outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions, extreme cold, and extreme heat. The noise level in the work environment is usually quiet.

Employee may be required to transport oneself to other campus offices, conference rooms, and occasionally, to off-campus sites to attend meetings, conferences, seminars, etc.