

## JOB INFORMATION

Job Code	OC39
Job Description Title	Dir, Integrated Media & Institutional Response
Pay Grade	MC14
Range Minimum	\$93,740
33rd %	\$118,740
Range Midpoint	\$131,240
67th %	\$143,740
Range Maximum	\$168,730
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
Approved Date:	9/19/2025 9:18:10 AM

## JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

## JOB SUMMARY

Reporting to the Vice President for Public Affairs, Communication and Marketing, the Director of Integrated Communications and Institutional Strategy aids in the development and execution of the Office of Communications & Marketing's (OCM) communications plans, university news, crisis communication messaging, and brand content strategy. Provides strategic communications counsel and assists with the university's crisis and issues management protocols and responses. Oversees a high volume of complex projects, ensuring the seamless planning, creation, and delivery of communications and marketing content tailored to diverse institutional needs.

## RESPONSIBILITIES

<ul style="list-style-type: none"> <li>Develops and implements integrated communications plans that promote the university's mission, strategic goals, and institutional priorities.</li> <li>Assists the Vice President for public affairs, communication, and marketing with internal crisis communications and issues management, working closely with senior leadership to respond to sensitive or urgent matters with accuracy and speed.</li> <li>Provides strategic communications counsel to university leaders and campus partners, ensuring consistency in messaging across all channels and platforms.</li> <li>Oversees marketing and creative projects, managing workflow from intake to delivery to ensure timely execution of high-quality, audience-focused content.</li> <li>Supervises and mentors communications staff, fostering a collaborative team environment and ensuring alignment with university branding and strategy.</li> <li>Coordinates major university announcements and campaigns, developing and disseminating key messages and ensuring cross-campus communication efforts are unified.</li> <li>Collaborates with the communications and marketing teams to maintain alignment and consistency across all marketing and communications initiatives.</li> <li>Evaluates communication strategies and performance through data analysis, benchmarking, and reporting, providing actionable insights for continuous improvement.</li> <li>Serves as a liaison to assigned university units, helping to tailor and integrate messaging to support both unit-level and institutional goals.</li> <li>Contributes to content creation, including copywriting, editing, and design support, to ensure consistent, brand-aligned marketing and communication materials.</li> <li>Performs other duties as assigned.</li> </ul>
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## SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.
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## MINIMUM QUALIFICATIONS

**To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.**

## MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	no specific discipline. A degree in Communications, Journalism, Marketing, Public Relations or related field is desired.	and	8 years of	experience in content strategist, print and electronic communications services, media relations, journalism, or similar roles.	

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various communication mediums, theories, concepts, techniques, and strategies.	
Familiarity with relevant higher education communications and marketing best practices.	
Ability to write for various audiences and in various formats.	
Excellent writing, editing, and storytelling skills.	
Strong understanding of news writing, media relations, digital marketing, search engine optimization (SEO), and audience engagement strategies.	
Ability to analyze market trends and audience preferences to inform content strategy.	
Proficient in designing and delivering engaging presentations tailored to diverse audiences, utilizing visual aids and storytelling techniques to effectively communicate key messages and enhance audience understanding.	
Proficient in selecting and utilizing the most effective distribution channels for content, ensuring that messaging resonates with target audiences and drives engagement across various platforms.	
Strong ability to manage multiple projects simultaneously while maintaining attention to detail and meeting deadlines. Proficient in prioritizing tasks, coordinating resources, and adapting to changing circumstances to ensure successful project outcomes. Ability to manage and strategize media relations initiatives and content marketing campaigns.	
Proven ability to foster a collaborative work environment by promoting open communication, encouraging diverse perspectives, and facilitating team engagement. Skilled in organizing team-building activities and workshops that enhance trust, improve relationships, and drive collective problem-solving, ultimately leading to increased team cohesion and productivity.	
Excellent leadership skills characterized by the ability to inspire and motivate team members toward a common vision. Strong decision-making capabilities, with a focus on empowering others, providing constructive feedback, and cultivating a positive and inclusive team culture. Committed to mentoring and developing talent, fostering professional growth, and encouraging innovative thinking to achieve organizational goals.	

## MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired	
None Required.				

## PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other
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## PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

## WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

### Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.

### Travel Requirements:

None Required