



JOB DESCRIPTION

INFORMATION			
Job Title:	<i>Director of Communication</i>	Wkly. Hrs./Weeks:	40/52
		Pay Grade:	DIR2
Department:	Institutional Communication	Classification	Professional (286)
Reports To:	COO	Effective Date:	05/01/2018

SUMMARY
Directs the University's institutional communications efforts with respect to media relations, public information, public affairs and publications. Develops communication strategies consistent with University goals, objectives, and priorities, in consultation with University leadership and other appropriate individuals and groups. Implements strategies at the institutional level and coordinates with various units on campus so that the institutional strategies are reflected in the communication programs and initiatives of operational units throughout the University.

ESSENTIAL FUNCTIONS
<ul style="list-style-type: none"> • Designs comprehensive institutional communications plans and programs, taking into consideration institutional image, message and positioning, mission, goals, priorities and accomplishments of the University. • Supports departmental communication within and outside of the University to harmonize institutional voice through consistent and appropriate content-based image which are conveyed to a variety of audiences and allow for sufficient flexibility to accommodate the diverse needs and activities of the University. • Administer best practices of technology equipment, use of equipment and purchases. • Direct oversight of the look and content of the University's website. • Serves as public information officer for the University and maintains communications within the University community. • Maintains an institutional media relations program; represents the University to local, regional, and national media organizations. • Produces executive-level written communications, as assigned, for internal and external agencies. • Designs, establishes and maintains the department's structure and staffing to effectively accomplish the organization's goals and objectives; oversees recruitment, training, supervision, and evaluation of departmental staff. • Coordinates surveys, evaluations and assessments of internal and external communications activities in order to determine the effectiveness of the University's marketing and communications plans and programs. • Assures quality and appropriateness of institutional communication programs and initiatives, whether internally or externally produced. • Establishes and implements short- and long-range departmental goals, objectives, policies and operating procedures; monitors and evaluates program effectiveness; effects changes required for improvement. • Participates in the development of annual budgets for the organization and performs periodic cost and productivity analysis. • Participates in the development of and, as appropriate, establishes University policies and procedures as it relates to quality distribution of Institutional Communication. • Advises members of the Executive Team on effective communication with the media and issues which may arise concern. • Performs miscellaneous job-related duties as assigned • Regular, on-time, attendance is mandatory

COMPETENCIES

- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Media relations skills.
- Ability to provide effective advice and counsel on strategic and/or critical communication issues and to exercise effective judgment.
- Ability to write executive-level communications for internal and external audiences.
- Ability to utilize effectively content-based information regarding the University.
- Knowledge of federal and state laws, regulations, and standards for the management and disclosure of public information.
- Ability to develop, direct, manage and evaluate strategic communications plans, programs and activities applicable to a University.
- Knowledge of strategic communication concepts, principles, methodology, and techniques.
- Knowledge of current and emerging communication issues and trends applicable to educational institutions.
- Knowledge of management principles and practices.
- Ability to develop, plan, and implement short- and long-range goals.
- Ability to supervise and train assigned staff including organizing, prioritizing, and scheduling work assignments.
- Skill in examining and re-engineering operations and procedures, formulating policy, and developing and implementing new strategies and procedures.
- Ability to develop, implement, and evaluate public opinion surveys and related data collection vehicles.
- Ability to foster a cooperative environment and to work in a collegial fashion with peers in other organizational units.

QUALIFICATIONS

- Has a personal relationship with Jesus Christ
- Education: Bachelor's Degree; Master's degree preferred
- Experience: 5+ years experience that is directly related to the duties and responsibilities specified, preferably in an educational institution
- Other Required Skills: Proficient in Microsoft Office Suite

WORKING CONDITIONS

- Working Environment: Mostly indoors in a typical office environment, with an occasional need to visit other areas on campus
- Physical Demands: Must be able to lift 25 pounds
- Travel: Some travel required.

ADDITIONAL INFORMATION

Minimum Conditions for Beginning Employment:

Prior to beginning employment, in accordance with The Master's University policy and/or under federal or state law, all employees must:

1. Sign and return an offer of "At Will" employment.
2. Present verification of their identity and authorization to work in the United States.

If, because of a disability, you need special services or facilities in order to apply or interview for this opening please contact the Human Resources department.

The Master's University & Seminary does not discriminate on the basis of race, color, national origin, ancestry, gender, age, marital status, veteran status or prior military service, medical condition, or any physical or mental disability. We are committed to practicing principles of equal employment opportunity and diversity based upon sovereign Biblical principles.

APPLICATION PROCESS

In order to be considered for a position, a completed Application for Employment must be submitted to the Human Resources office. The application may be picked up in person in the HR office or is available to be downloaded as a PDF from the web at <http://www.masters.edu/employment>. Your completed application may be dropped off in person, sent via fax (661.362.2717), email (humanresources@masters.edu) or regular mail (21726 Placerita Cyn Rd Box 41, Santa Clarita CA 91321).

Selection Process:

All applications are reviewed by the Human Resources department and where appropriate are forwarded for further consideration. Selected candidates will be invited for a personal interview at The Master's University or Seminary. Any expense incurred in connection with these interviews will be the responsibility of the candidates.

Application Procedures:

All documents included in your application remain the sole property of The Master's University & Seminary and will not be returned. Your file for this opening will not be considered unless all requested items are submitted and are complete.