

**SAM HOUSTON STATE UNIVERSITY
STAFF CLASSIFICATION DESCRIPTION**

TITLE: Director, Public Relations

EEO CATEGORY: Administrative

JOB NUMBER: 0-1607

STATUS & GRADE: E-NC

DATE: 04/1999

DEPARTMENT: Public Relations

EDUCATIONAL & EXPERIENCE REQUIREMENT: BA Degree in Journalism or related field. Minimum of five (5) years experience in one of the news media areas such as newspaper, magazine, radio and T.V. with at least (2) years in management or supervisory duties. Or a combination of education, experience, and training that would produce the required knowledge and abilities.

NATURE & PURPOSE OF POSITION: Directs, operates, and manages the Public Relations Department by established procedures, state and federal regulations in accordance with the University mission.

SUPERVISION GIVEN & RECEIVED: Supervises media relations specialist, student assistants, interns, and volunteers. Receives general direction from the Vice President for University Advancement.

PRIMARY RESPONSIBILITIES: Manages, plans, organizes, and operates the Public Relations Department. Writes news stories for release to media and general public. Supervises, edits, and approves stories written by staff members. Communicates and works with university public, including students, faculty, staff, potential students, alumni, donors, community, and media through traditional and electronic tools. Serves on various committees, on and off campus, as needed. Supervises student photographer. Supervises and directs department staff. Organizes, delegates work and work assignments. Covers special events. Do committee work. Budget preparation and planning. Advertising and publicity. Supervises hometown news release program for President's honor roll, dean's list, and graduates. Performs other related duties as assigned.

OTHER SPECIFICATIONS: Ability to utilize electronic media in communication efforts. Up to 50% of time is spent on off-campus contacts. Also, various off-campus news media contacts.

THIS IS A CLASSIFICATION DESCRIPTION WITH THE COMPLETE LIST OF JOB DUTIES BEING MAINTAINED AT THE DEPARTMENTAL LEVEL. THE ESSENTIAL ELEMENTS OF THE JOB MAY VARY ACCORDING TO WORK UNITS AND ARE IDENTIFIED BY THE RESPECTIVE DEPARTMENT FOR VACANCY NOTICES. ANY QUALIFICATIONS TO BE CONSIDERED AS EQUIVALENTS IN LIEU OF STATED MINIMUMS REQUIRE THE PRIOR APPROVAL OF THE DIRECTOR OF HUMAN RESOURCES. SAM HOUSTON STATE UNIVERSITY IS AN "AT WILL" EMPLOYER. DRUG FREE/SMOKE FREE WORKPLACE. SECURITY SENSITIVE IN ACCORDANCE WITH EDUCATION CODE 51.215. DRUG TESTING AS REQUIRED BY D.O.T. FOR SAFETY SENSITIVE POSITIONS. PAY GRADE RANGE IS INCLUSIVE OF SOCIAL SECURITY BENEFIT REPLACEMENT PAY.