**University Information**

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<th>Org/College:</th>
<th>Office of the Provost</th>
<th>Department:</th>
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<tr>
<td>UI Job Code:</td>
<td>PMP7</td>
<td>Pay Level:</td>
<td>7A</td>
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<tr>
<td>Job Function:</td>
<td>Marketing, Comm &amp; Outreach</td>
<td>Job Family:</td>
<td>Communication Relations</td>
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<tr>
<td>University Classification:</td>
<td>Communications Director</td>
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**Department Information**

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<tr>
<th>Org/Dept/Sub-dept #:</th>
<th>02-0105-00000</th>
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<tr>
<td>Position #:</td>
<td>00257174</td>
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<td>Working Title (if applicable):</td>
<td>Director of Communications, Office of the Provost</td>
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<td>This Position Reports to (Title/Position #):</td>
<td>University Provost / 00115257</td>
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<tr>
<td>Administrative Supervision?</td>
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**Position Overview:** The Director of Communications will provide leadership and expertise in communications and marketing by developing, coordinating, implementing, and assessing all communication efforts to proactively strengthen and maintain a positive image for the Office of the Provost. This position will enhance the visibility and accurately convey key messages on behalf of the office. This includes developing and implementing a strategic communication plan for the Office of the Provost, as well as for special initiatives, and overseeing the creation and marketing of all materials, publications, and images through all media forms.

**Key Areas of Responsibility**

**Message Development and Implementation**

- Direct, develop, promote, and implement strategies and programs proactively to strengthen and maintain our positive image, constituent relations and advancement activities in the Office of the Provost. Develop and manage relationships with constituency groups e.g. university colleagues, alumni, employers, donors, corporate partners, and legislators. Recommend and develop message strategy that aligns with the university’s brand identity and strategy in order to promote the Office of the Provost programs and people. Management responsibility for all communication materials through, including materials for Dean/VP/President/VIP audiences. Create, review, edit, and approve fundraising materials and assess effectiveness.

- Develop messaging and strategies, consistent with university brand.
- Develop communications to specific audiences on behalf of the Office of the Provost, including colleagues, alumni, donors, and legislators.
- Establish baseline and goals for determining the effectiveness of communication plans or channels.
- Work closely with the UI Office of Strategic Communication (OSC) to ensure brand and message integration.
- Prepare written remarks and visual materials as needed for use by provost office leadership to advance strategic priorities and engage internal and external audiences.
- Develop website content and periodically review the website for needed content or design updates and additions.
- In partnership with colleagues, develop, implement, and assess the Provost’s faculty awards initiative.

**Public Relations**

- Develop and manage relationships with constituency groups including University colleagues, alumni, employers, donors, corporate partners and legislators. Represent college or unit on various internal or external committees, agencies, and associations. Drive engagement activities. Plan and participate in fundraising activities both on and off campus. Serve as unit liaison to UI Foundation. May coordinate membership and activities of collegiate/unit advisory boards, and itineraries of VIP visitors.

- Work with campus partners to coordinate communication and marketing efforts and to create and implement communications to internal and external audiences.
- Build and maintain a positive working relationship with the OSC, the President’s Office, colleges, UI Center for Advancement (UICA), and other central units, including serving on the Campus Communicators group.
- Serve as Office of the Provost liaison to UICA and President’s Office to coordinate communications related to fundraising and campus visitors.
- In coordination with OSC, respond to press inquiries and develop talking points.
- Possess situational awareness of potential reputation or crisis management issues and proactively develop plans to address situations through communication channels.
- Participate in the planning and oversight of events in relation to communications.
- Develop communications as requested by UI Office of Governmental Relations for state and federal levels.

Information Management
Makess final decision regarding information management.
- Determine appropriate use of data in all communications.
- Use data to determine the effectiveness of communication strategies.
- Provide specific information for fundraising communication materials, review and approve the materials in concert with leadership.
- Implement strategies for assessing effectiveness of messaging including cost benefit.

Strategic Planning
Create and oversee implementation of a strategic communication and outreach vision and policies. Direct plan for multiple areas within a large or high-profile area, college or organization. Assess progress toward strategic communication and outreach goals. Coordinate efforts with and provide input to other institutional strategic communication officers.
- Develop and oversee implementation of the Office of the Provost's strategic communication plan.
- Develop and oversee a communication plan for implementation of the university's strategic plan.
- Evaluate communication strategies and services to recommend, plan, and assist with the implementation of new programs and/or services.

Leadership/Supervision
Supervise staff and student workers. Ensure compliance with all UI and UI Foundation policies and procedures. Develop and direct all aspects of unit strategic plan, budget and operations. Assess effectiveness, develop and manage operational improvement plans.
- Serve on the Office of the Provost's leadership team; advise and counsel on communication issues, often working with individual members of the leadership team or other content experts, as appropriate.
- Develop and lead a communication group within the Office of the Provost, to provide peer mentoring, share best practices, and coordinate communications plans.
- Actively support the Office of the Provost's commitment to diversity, equity, accessibility, and inclusion in the workplace.

Universal Competencies and Proficiency Levels

Collaboration/Positive Impact
Proficiency Level: Expert/Leader
Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.
- Creates and champions initiatives that foster respectful communication, learning and a spirit of cooperation.
- Regularly shares information and effectively influences to gain common commitment in achieving objectives.
- Shapes unit/department, college/division, or university governance so as to reinforce collaboration, accountability, and responsibility.
- Promotes a climate that recognizes, celebrates, and rewards collaboration.
- Works to create a climate that values and rewards initiative, excellence, continual learning, and achievement of results.
- Deals effectively with ambiguity and change; coaches others in behaviors and prepares others through development for ongoing effectiveness.

Diversity, Equity, and Inclusion
Proficiency Level: Expert/Leader
Ability to work with individuals and groups in a constructive and respectful manner while appreciating the unique contribution of an inclusive workforce that brings together the talents of people across multiple identities (race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender identity, or associational preferences).
- Articulates the importance of diversity, equity & inclusion to UI's mission to multiple internal and external constituencies.
- Uses data to identify inequitable policies and practices in their unit and implements continuous improvement strategies to ensure more equitable outcomes.
- Coaches/teaches others to develop diverse, equitable and inclusive environments, including supporting unit understanding of impact strategies to address institutional racism, sexism and other biases
- Operationalizes diversity-, inclusive-, and equity-mindedness in unit strategic planning.
- Promotes a collaborative workplace climate that recognizes, celebrates, and rewards diversity, equity & inclusion.
• Recognizes and addresses incidents of explicit and implicit bias, including one’s own; holds people accountable for problematic behavior.

Service Excellence/Customer Focus  
Proficiency Level: Expert/Leader
Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner.
Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.
• Effectively uses a broad range of methods in communicating complex ideas to diverse populations.
• Monitors profession/field/discipline for trends and implements innovative solutions to enhance service.
• Builds successful track record of superior personal and organizational service delivery in diverse environments.
• Promotes excellence achieved through reports or other media for distribution to internal and/or external constituents and the professional community.

As part of performing the key areas of responsibility and competencies described above, staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the University Operations Manual.

Position Technical Competencies and Proficiency Levels

Organizational Communication  
Proficiency Level: Expert/Leader
Knowledge of and ability to utilize the means, tools, techniques and media to communicate information about the organization internally and externally.
• Advises others on a wide spectrum of communications programs.
• Leads in the design and development of multimedia communications campaigns.
• Ensures proper dissemination of information to the public and to shareholders.
• Develops organizational communication strategies and policies.
• Consults with executives and front-line managers concerning communications issues.
• Champions the use of innovative communications vehicles and practices.

Planning: Tactical, Strategic  
Proficiency Level: Expert/Leader
Ability to contribute to operational (short term), tactical (1-2 years) and strategic (3-5 years) planning in support of the overall business plan.
• Contributes to the overall strategic business goals and plans of the organization.
• Creates and implements a strategy for supporting current and future business needs.
• Directs the development, maintenance, and communication of own function's strategic plan.
• Reviews and consults on the final strategic plan in collaboration with the business units.
• Develops long-term strategies to deliver services that keep pace with technology trends.
• Monitors industry for innovations in planning processes.

Public Relations  
Proficiency Level: Extensive
Knowledge of organizational practices and considerations for communicating in the public arena, from the community to global public relations (PR); the ability to communicate to various forms of media outlets effectively and establish favorable public relations.
• Defines the policy, strategy and best practices for public relations activities.
• Leads in the promotion of organizational interviews, press releases and speaking engagements.
• Consults on writing press releases, marketing materials, speeches, and articles.
• Creates a system to monitor the effectiveness of the organization's public relations and media campaigns.
• Evaluates case studies on effective and ineffective public relations strategies.
• Participates in enterprise-wide, global-level public relations activities.

Relationship Management  
Proficiency Level: Expert/Leader
Ability to establish and build healthy working relationships and partnerships with colleagues within and external to own unit, those to whom services are provided, vendors, the public, regulatory/governmental agencies, etc., all of whom may be seen as "customers" or receivers of services provided by the University.
• Oversees "customer" reviews to clarify expectations and discuss actual service delivery.
• Coaches others in the value, issues, and methods of collaborative partnerships.
• Helps team, colleagues and others discern trends and their implications for service delivery, strategic direction, operational improvement, etc.
• Maintains status information on major developments in "customer" environment.
• Collaborates with clients in the pursuit of common work objectives.
• Fosters a climate conducive to establishing positive working relationships with outsiders.
Communicating Complex Concepts

Proficiency Level: Expert/Leader

Knowledge of, and the ability to use summarization and simplification techniques to explain complex technical concepts in simple, clear language appropriate to the audience.

- Consistently uses the right level of technical terminology for the audience.
- Teaches techniques for evaluating audience comprehension.
- Fosters a multi-dimensional appreciation of concepts.
- Incorporates analogies that resonate for a wide audience.
- Improves colleagues' ability to explain information clearly.
- Contributes concept simplifications to print, web and other media.

Internal Communications

Proficiency Level: Expert/Leader

Knowledge of and ability to develop, produce and distribute news, newsletters and other communications materials targeted at the employees.

- Establishes an internal communication mechanism within the organization.
- Leads in the design and development of enterprise-wide internal campaigns.
- Consults on the design and development of internal publications, marketing, and reference materials.
- Establishes policies and procedures for internal publications, events, and announcements.
- Generates case studies of effective and ineffective communication.
- Promotes the organization's effectiveness of internal communication through major campaigns.

Written Communications

Proficiency Level: Expert/Leader

Knowledge of written communications issues and ability to produce a variety of business documents that demonstrate command of language, clarity of thought, and orderliness of presentation.

- Uses a broad range of techniques in communicating complex ideas to diverse populations.
- Ensures others understand the critical elements of effective and efficient written communications.
- Coaches others in techniques in writing for business and professional publication.
- Authors or co-authors white papers on specialized and state-of-the art topics.
- Writes reports, articles, or books for distribution to the business or professional community.
- Monitors developments in writing, e.g., web sites, blogs, etc., for potential use by organization.

Position Qualifications

Education or Equivalency Required

- Master’s degree in a related field (i.e. journalism, marketing, communications, public relations) or an equivalent combination of education and related experience.

Required Qualifications

- Considerable experience (5-7 years) in the design and execution of communications, strategic communications, and/or public relations strategy/activity in a higher education institution.
- Excellent writing and editing skills in English that includes 1-3 years of work experience creating a variety of written communications (newsletters, press releases, internal communications, web content, etc.) that demonstrate a command of language and grammar, clarity of thought, orderliness of presentation, and the ability to write for a specific audience.
- Excellent verbal communication skills, including experience or capacity to demonstrate positive interpersonal skills, develop and maintain collaborative working relationships, and lead work groups and teams.
- Strong organizational skills including experience working in a position that required managing multiple projects and adhering to deadlines.
- Strong problem-solving skills to address complex issues.
- Ability to articulate and successfully communicate the University’s commitment to diversity, equity, and inclusion in the workplace or community.

Desirable Qualifications

- Experience in leading small teams to work on projects of moderate to high scope and complexity with broad impact.
- Knowledge of fundraising activities and tactical strategies.
- Knowledge of strategic planning development and implementation processes.