

## Position Vacancy Announcement

### **SENIOR COMMUNICATIONS DIRECTOR Marketing & Communications**

Bowling Green State University

#### **Position Summary**

The Sr. Director of Communications position combines high-level communication skills, media knowledge, sound judgment, absolute discretion and management skills in an office that handles internal and external public relations and media relations for the entire University.

The Sr. Communications Director will provide direction and leadership for the development and implementation of a strategic media relations plan and internal communications program to: (1) enhance University communications to inform external and internal audiences of University issues, mission, values, successes; to link University communications with key constituencies to marketing and communications programs through media, events, targeted marketing and public relations initiatives.

The Sr. Director of Communications acts as the Associate Vice President of Marketing & Communications deputy and, with some exceptions, provides oversight and manages the Account Executives in media and public relations activities. The Sr. Director will assist and represent the Associate VP in developing and carrying out the tactics linked to a strategic communications plan designed to: enhance University positioning, branding and image; positively impact enrollment, recruitment and retention for the University and BGSU Firelands; generate substantial revenue for the institution; and link University communications with key constituencies through media, events, targeted communications and public relations initiatives. The Sr. Director acts as primary media spokesperson and has oversight for the direction of internal and external resources to provide communications products to achieve goals set by Board of Trustees, President, Vice Presidents and Deans. The Sr. Director has responsibility for the Office of Marketing & Communications when the Associate Vice President is away from the office.

#### **Essential Duties, Tasks and Responsibilities**

- Develop, direct and manage the strategic direction of BGSU's media relations for local, regional, national and international story placement and effectiveness. Provide direction for identifying media targets and prioritizing their relative importance to the University.
- Develop, direct and manage the strategic direction of BGSU's internal communications including the development of an internal plan that includes a broad range of communication components for students, faculty and staff.
- Develop, direct and manage all aspects of communications for an intranet for students, faculty and staff.
- Supports the President, Provost, Vice Presidents, Deans and other senior administrators in their efforts to better communicate with internal and external audiences.
- Seeks opportunities, provides direction and management for University presentations, community relations and University public relations.
- Develop and manage the implementation of a crisis communications plan for internal and external audiences with media relations, web and myriad other emergency communications components. Liaison with Student Affairs crisis team as well as University crisis/emergency preparedness team.

- Develop, implement and assess strategic internal communications programs/strategies for key constituencies in support of the University's mission and vision; communicates University issues to key constituencies, internally and externally.
- Provides management support for obtaining and utilizing research to improve overall communications, media relations and public relations.
- Is responsible for developing an extensive annual media relations plan designed to position BGSU as a premier learning academy and one of the best in the nation. Then extend this position internationally.

This list of essential duties, tasks and responsibilities is not all-inclusive; individual will perform other related duties as assigned.

### **Knowledge, Skills or Abilities**

This individual must have both a broad-based and in-depth knowledge of and significant work experience in communication, public relations, marketing and strategic planning; strong written, interpersonal and public communication skills; administrative, supervisory, managerial and strategic planning experience; ability to work with a number of individuals in a variety of areas/departments; must be able to research, analyze and synthesize information from different sources, and take appropriate action in the absence of direct supervisory guidance; must have strong organizational abilities; must be able to set priorities; be flexible, adaptable and capable of handling a number of competing duties and responsibilities simultaneously; must understand how to utilize and work in a changing communication technologies environment. An understanding of web-based communications for more accessible internal communication and of computer applications for both Mac and PC is a must.

### **Minimum Qualifications**

Minimum of a bachelor's degree\* in communication, marketing, or a related field.

Five to ten years experience in marketing, communications and public relations. Five to seven years of leading and managing marketing and communication initiatives within a complex organization with demonstrated increased responsibilities and accountability. Five to ten applications use of word, excel and power point.

Specifically, considerable ability to analyze marketing, communications and public relations objectives; extensive knowledge and experience with print and electronic media; the ability to direct comprehensive courses of action; superb ability to conceptualize and translate the University's overall mission and goals into strategic business tactics as they relate to communications; Considerable ability to analyze marketing and communications objectives and to direct comprehensive courses of action; Superb ability to conceptualize and translate the University's overall mission and goals into strategic business tactics as they relate to marketing; Capacity to direct and manage numerous strategic business units' marketing plans and projects simultaneously; Decisive leadership of multiple production resources and personnel for timely achievement; extensive directing, writing, and producing skills for Web, Multi-media, and Print with major emphasis on strategic management of the creative and technical processes, people and agencies involved; broad extensive-knowledge and experience with marketing, communications, and advertising principles; successful track record for advising and guiding senior leadership; demonstrated abilities in budgeting, planning, personnel and managing consultants.

\*Demonstrated professional experience with some college or university experience will be considered if the desired skills are evident.

**Salary**

Full-time administrative staff position. Administrative grade level 18. Salary is commensurate with education and experience. Full benefit package available.

**To Apply**

Submit cover letter w/email address, resume, and contact information of 3 professional references to:

Office of Human Resources (Search L-61091)  
100 College Park Office Building  
Bowling Green State University  
Bowling Green, OH 43403-0201

Review of applicants will begin on May 16, 2008 and will continue until the position is filled.

(Official transcript(s) and letters of recommendation will be required of final candidates.)

Ohio law (OCR 2909.34) requires that if you are selected for an on-campus interview for the position you will be required to complete a Declaration Regarding Material Assistance/ Nonassistance to a Terrorist Organization (DMA) form. Information on this form will be provided to you by the hiring department and must be completed PRIOR to your interview. You will find a link to the DMA form as well as additional information from the following web site: <http://www.homelandsecurity.ohio.gov/dma.asp> or on the Office of Human Resources web site at:

<http://www.bgsu.edu/offices/ohr>

*Bowling Green State University is an Affirmative Action/Equal Opportunity Educator and Employer.*

*We are committed to a multicultural environment and strongly encourage applications from women, minorities, veterans and persons with disabilities.*

*BGSU hires only individuals authorized to work in the United States.*

*For information regarding BGSU's crime statistics, please visit Public Safety's website at [www.bgsu.edu/offices/safety](http://www.bgsu.edu/offices/safety).*