UNIVERSITY OF WISCONSIN-SUPERIOR
DIRECTOR OF STRATEGIC COMMUNICATIONS
AND SPECIAL ASSISTANT TO THE CHANCELLOR
POSITION DESCRIPTION

Working Title: Director of Strategic Communications and Special Assistant to the Chancellor
Hayes Hill Title/Level: Director, Unspecified (8), Limited appointment
Position Reports to: Chancellor

Position Summary:
The Director of Strategic Communications and Special Assistant to the Chancellor is responsible for being the liaison for and extension of the Chancellor and for facilitating collaboration on campus to create and sustain a comprehensive and integrated strategic communications program to meet the needs and strategic priorities of UW-Superior. The Director will provide visionary leadership in formulating strategies to enhance the mission, visibility, image and awareness levels among all stakeholders.

The Director serves as the university’s primary legislative liaison and public information officer and works to strengthen connections with groups and organizations in Superior, the region and the state. The Director will oversee a collaborative team of individuals that contributes in the areas of media relations, publications, marketing, social media, graphic design, website, videography, photography, and printing. The Office of University Relations is organized for strategic communication, and includes internal and external communication, public relations, legislative relations, media relations, publication, print purchasing, news service, design, web design and maintenance, photo/video and advertising. This position reports directly to the Chancellor and is a member of the Chancellor’s Staff and Chancellor’s Cabinet.

Duties and Responsibilities:

A. Administrative Liaison
   • Acts as liaison between Chancellor and all publics: Regents, System President and other administrators, state and local governmental officials, area legislators, UW-S senior administrators, faculty, academic staff, classified staff, students, Board of Visitors, Alumni Association Board, Foundation Board, alumni, community.
   • Acts as liaison between the Chancellor and subordinates by transmitting directives, instructions and assignments if necessary. Brief the Chancellor on actions taken on their behalf. Assist with special projects initiating out of the Chancellor’s office.
   • Prepare letters and memos and communications for the Chancellor. Draft letters for the Chancellor’s signature or messages for the Chancellor’s review. In response to general requests, prepare documents and send, using independent judgment.
   • Assist the Chancellor in planning written and personal contacts with the University, legislators, government officials, and community.
   • Administer guidance and/or solutions by meeting with and listening to individuals with concerns or complaints and effectively handle, or appropriately referral, to maintain a compatible relationship with university staff, governmental agency administrators, students, parents and the general public.
   • Assist Chancellor beyond regular work day, including evenings and weekends when necessary.

B. Planning and Research
   • Research and analyze information for projects and provide background for the Chancellor as necessary.
   • Interpret state and university policies through analysis of written documents and/or consultation with appropriate university personnel.
C. **Public Information Officer and Legislative Liaison**
   - Serve as the university’s primary representative related to public and legislative relations interacting with constituents, the general public, governmental bodies and at internal and external functions both in and out-of-state as required to meet institutional goals
     a. Sustain relationships with elected officials and staff members
     b. Manage and support legislative outreach that integrates key campus leaders
     c. Serve as lead partner on UW Superior’s participation in “Research on the Rotunda”
     d. Serve as lead on UW System PIO/Legislative Affairs calls; track and record agendas
     e. Annual communication plan for legislative contingent (Superior Days)
     f. Support events and meetings specific to legislative affairs
   - Serve as the Public Information Officer (media spokesperson) for the campus
   - Serve on various professional, civic, community, or university organizations and attend events in lieu of the Chancellor to further enhance the visibility of the campus

D. **Coordinate Strategic Communications**
   - Oversee the development and implementation of the strategic marketing and communications plan in support of the University’s mission including the articulation of clear communication themes and messages for all campus units to disseminate and including
     a. Chancellor and Leadership Team
     b. Campus wide announcements
     c. Budget/legislative communications
     d. Crisis and Emergency Communications
     e. Updates to the Chancellor’s Web Page
   - Media Relations
     a. Coordinate and approve press releases
     b. Support any media events or press conferences
     c. Coordinate local and regional media weather alert systems
   - Oversee and manage university marketing and communication budgets to ensure optimal return on investment and efficient use of resources
   - Oversee the University’s communication and marketing functions including strategic communication planning, media and public relations, publications, event marketing, branding, social media, web communications, multi-media productions, marketing plans, graphic styles and advertising
   - Supervise marketing and communications professionals including student staff with a strong emphasis on customer service
   - Serve as an advocate for the needs of the marketing and communication unit
   - Complete other duties as assigned

**Knowledge, Skills and Abilities:**

- Knowledge of and proven experience in public relations with an understanding of working with a diverse group of constituent groups
- Knowledge of state government, major public policy issues and the biennial budget process
- Knowledge of and experience in applying the principles of integrated marketing and communications including brand management
- Knowledge and possession of high professional standards and a personal code of ethics characterized by honesty, integrity, openness, and fairness
- Strong leadership skills with proven success in hiring, training, leading, motivating, assessing and supervising professionals within a team environment
- Strong administrative skills including planning, budgeting, managing resources, and presenting
- Strong analytical and critical thinking, project management, problem recognition and resolution skills, including the ability to utilize departmental data and data analytics for effective planning
- Skill in operation of modern office machines, equipment and computers and relevant software
- Ability to lead, develop, motivate and assess personnel through a collegial, collaborative and transparent leadership style
- Ability to think strategically while being a “hands-on” team leader and team player
• Ability to communicate and develop relationships with legislators, community members and business leaders
• Ability to research, analyze and articulate complex educational and legislative issues, as well as the ability to plan effective, strategic responses
• Ability to work on multiple projects simultaneously and work well under limited time constraints
• Ability to assist with the design, editing, and production of print, digital and/or web materials
• Ability in setting priorities, resolving conflicts, and managing multiple priorities
• Ability to communicate effectively, both verbally and in writing
• Ability to communicate effectively with a diverse campus and population
• Ability to participate in evening and weekend events as necessary

**Required Qualifications**

• Bachelor’s degree from an accredited institution
• Six years of related professional work experience

**Preferred Qualifications**

• Master’s degree from an accredited institution
• Eight years of related professional work experience
• Professional work experience in governmental or community relations
• Professional work experience in higher education
• Supervisory experience