

Director, Public Relations and Communication (DIR-PR&COM)

Summary: The Director of Public Relations and Communication contributes to the university's success by raising Queens' profile and brand prominence primarily through proactive and effective media relations, magazine writing and internal communication. This role develops and executes annual communication and public relations plans, as well as communication project plans around specific initiatives that support the university and its academic units, elevating Queens' reputation for academic excellence and positioning the university as a national leader, and key contributor to the cultural and intellectual fabric of Charlotte. As part of the university's integrated marketing team, they will serve as Queens' "story-teller in chief" to identify, merchandise and optimize story opportunities across media channels, from external media to the website, social media and magazine. *This position is exempt from provisions of the Fair Labor Standards Act (FLSA) and is not eligible to earn overtime pay or compensatory time off for additional hours worked.*

Essential Duties and Responsibilities

- Develop and execute media and public relations plans to maximize major University events and initiatives (e.g., enrollment campaigns, major gifts, critical new hires, building grand openings, etc.)
- Maintain media contacts with local, regional and national outlets
- Identify and develop feature pitches around university stories that will appeal to the media and result in marquee coverage
- Lead and execute the crisis communication plan in coordination with the emergency operations team
- Refine and execute the thought leadership initiative, positioning staff and faculty who are experts in their fields in the local, regional and national media, and orchestrating media training and coaching for experts and speakers as needed
- Respond to and manage all media inquiries
- Manage flow (content, writing, approvals, and distribution) of news releases and event advisories
- Maintain all university media relations materials, such as fact sheets, backgrounders, leadership bios, etc.
- Track and maintain clips and media coverage for analysis and benchmarking
- Coordinate with the Royals Athletics public information officer and other campus communicators as needed
- Contribute written content to queens.edu that is fresh, timely, strategic and compelling
- Update and maintain other website content as needed
- Lead and execute an internal communication plan to share good news with faculty, staff and students from the president and senior leadership
- Create and manage plans to get all critical messages to key internal groups
- Develop executive presentations for the president
- Stay apprised of trends in higher education; send weekly digest to key campus partners highlighting higher education news and trends
- Manage plans and protocols around severe weather

Non-Essential Duties:

- Other duties and special projects may be assigned to meet department and university needs.

Additional Functions

- Serve as part of the university's integrated marketing team, aligning media and public relations goals with other key priorities such as enrollment campaigns;
- Serve as a liaison and link between the integrated marketing team and the faculty to help tell their stories
- Report and write stories for the Queens magazine
- Build and maintain relationships with staff, faculty and academic deans
- Support internal communications by supervising the execution of our daily email newsletter
- Manage plans and protocols around severe weather

Experience, Knowledge and Skills Required

- Proven success in media relations with a fearless approach to finding and pitching great story ideas
- 5-7 years of public relations experience including media relations and writing
- Outstanding internal and external communication customer service skills
- Must enjoy juggling multiple projects for multiple clients at any given time; this is not a linear job with one task after another
- Ability to work in a dynamic team environment under deadlines
- Excellent interpersonal, oral and written communication, organization and leadership skills
- Demonstrated planning and organizational skills, including proven expertise in follow-up and follow-through to complete projects both large and small in scope within established time frames
- Proven ability to think quickly and determine creative solutions to a variety of unexpected challenges
- Proven ability to quickly establish and maintain rapport with diverse populations
- Knowledgeable of all Microsoft Office products
- Ability to learn Web content management and project management software
- Requires 4-year degree in related field or equivalent combination of education and experience

Application Process

Qualified candidates should submit the documentation listed below via email to hr@queens.edu in (.doc) or (.pdf) format. Incomplete applications will not be considered. Queens will continue to accept applications until the position is filled.

Include the following:

1. A cover letter addressing the position qualifications and experience
2. Current curriculum vitae or résumé
3. Salary requirements
4. Contact information for three professional references.

Be sure to include "**DIR-PR&COM**" and **YOUR NAME** in your email Subject Line. (**Example:** DIR-PR&COM Shawn Mullin)

Applications received by December 11, 2020 will receive first consideration. Queens will continue to accept applications until the position is filled.

About Queens University of Charlotte

Located in the heart of the nation's second fastest growing metropolitan area, Queens University of Charlotte leverages the city's diverse and thriving environment as an extended classroom. Nationally recognized for undergraduate programs in international and interdisciplinary education, Queens blends the best of liberal arts learning with professional preparation and community engagement. Focused on supporting success for diverse learners, faculty build close and collaborative relationships with students and help them build intentional and individualized roadmaps for flourishing at Queens and beyond. At the graduate program level, the University offers innovative educational experiences that help learners advance professionally and retool for new opportunities. Our environs afford faculty myriad opportunities to advance their own professional growth and teaching and research interests by collaborating with vibrant industry, non-profit, and community organization sectors.

Benefits

Queens offers comprehensive benefits to eligible employees, including: medical, dental and vision insurance, domestic partner benefits, defined contribution (matching) and supplemental 403(b) retirement plans, vacation and generous paid holidays, tuition remission and tuition exchange, Queens-paid life insurance, supplemental life insurance, dependent life insurance, accidental death and dismemberment insurance, flexible spending accounts (medical, dependent care, Health Savings Account), sick leave and long-term disability leave, paid parental leave, FMLA leave when eligible, reduced cost meals at Morrison Dining Hall, employee assistance program (EAP), free access to the Levine Center, wellness programs. In addition, employees may choose benefits such as pet insurance, critical care insurance and legal assistance.

Physical Requirements (*with or without reasonable accommodation*)

- *Visual Abilities:* Read reports, create presentations, and use a computer system.
- *Hearing:* Hear well enough to communicate with co-workers, vendors, and students.
- *Dexterity, Grasping, Feeling:* Write, type, and use the telephone, copier, and computer systems.
- *Mobility:* Open files and operate office machines; move between departments and attend meetings across campus.
- *Talking:* Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly.
- *Lifting, Pulling, Pushing:* Exert up to 20 pounds for force occasionally, and/or up to 15 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.

Work Conditions

- Work in an office environment, involving contact with faculty, staff, service providers and vendors.
- Work has deadlines, multiple interruptions, high volume, and may be stressful at times.

Queens University of Charlotte is an equal opportunity employer and is firmly committed to supporting and celebrating all forms of diversity. Queens does not discriminate on the basis of race, color, gender, sex (including pregnancy, child birth and conditions related to pregnancy or child birth), sexual orientation, gender identity or expression, religion, age, national origin, disability, political beliefs, veteran status, genetic information or any characteristic protected by law in the administration of its educational

and admissions policies, scholarship and loan programs, athletic programs, employment and hiring policies, or other University-administered programs.

Any individual with a disability who needs any reasonable accommodation under the Americans with Disabilities Act to apply for a position or otherwise to participate in Queens' job search/selection process should contact the Director of Human Resources at 704.337.2222.

This description is not intended to be an all-inclusive list of the duties and responsibilities of this positions, nor are they intended to be such a listing of the skills and abilities required to do the job. Rather, they are intended to describe the general nature of this position.