

LOGAN UNIVERSITY

JOB POSTING

Logan University is comprised of the College of Chiropractic and the College of Health Sciences and blends the perfect balance of tradition with innovation. Established in 1935, Logan College of Chiropractic is one of the largest and most respected chiropractic colleges in North America. Through the College of Health Sciences, Logan offers master's degrees in sports science and rehabilitation, and nutrition and human performance that are accredited by the Higher Learning Commission of North Central. Other program offerings include undergraduate coursework including an Accelerated Science Program to help students complete their basic science coursework at an accelerated pace, offered in both online and on-campus formats, and two baccalaureate degrees- A Bachelor of Science degree in Human Biology and a Bachelor of Science degree in Life Science.

Logan's 112-acre wooded campus is located in Chesterfield, MO, a quiet residential suburb of St. Louis. Its low student-to-faculty ratio provides more personalized instruction, which is most conducive to effective learning. MSNBC has selected Logan's campus as an editor's pick of one of "America's Most Beautiful College Campuses." Logan offers an outstanding benefits package to eligible employees including free chiropractic care. Learn more about Logan University at www.logan.edu.

Interested candidates please send resume to: resumes@logan.edu

Job Title: Executive Director of University Relations Advancement

Position Status: Full-Time Exempt

Positions Supervised: Marketing, Communication & Public Relations

SUMMARY: Directs and implements a university's public relations strategies. Manages media relations, announcements, editorial placement, and speaking opportunities. Evaluates and authorizes all forms of communication regarding the organization for release to the public. Develops press releases, white papers and supporting materials. Requires a bachelor's degree, masters preferred. Reports to the President. Manages a departmental sub-function within a broader departmental function. Creates functional strategies and specific objectives for the sub-function and develops budgets/policies/procedures to support the functional infrastructure. Deep knowledge of the managed sub-function and solid knowledge of the overall departmental function is necessary for success. Requires 10+ years of managerial experience or its equivalent.

PRINCIPLE DUTIES AND RESPONSIBILITIES:

- Compiles data from a wide variety of sources (e.g. University partners, staff, divisions and departments, calendars, budgets, etc.) for the purpose of preparing media/public communications and/or writing reports as well as managing crisis communications.
- Consults with appropriate departments on internal/external communications issues and the production of publications and presentation materials for the purpose of ensuring agency-wide communication are in compliance with stated policies and procedures.
- Collaborate with committees on community events and publicity campaigns for the purpose of ensuring that the university interfaces effectively, efficiently, and cooperatively with university personnel, students, and/or print, electronic and television media communities.
- Develops and implements the Communications budget for the purpose of achieving overall objectives and maximizing the use of funds.
- Directs department operations; the maintenance of services and the implementation of new programs and/or processes for the purpose of providing services with established timeframes and in compliance with related requirements.
- Participates in meetings (e.g. teams, develops networks, workshops, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to perform job function.
- Prepares and oversees or coordinates, a wide variety of written or electronic materials (e.g. press releases, newsletters, scripts, e-mails, newsletter articles, reports, letters, social media posts, tip sheets, etc.) for the purpose of communicating information to others.
- Produces and distributes numerous publicity projects (e.g. web pages, public cable television channel video submissions, marketing materials, newsletters, social media, etc.) for the purpose of generating positive media portrayals of the University as a leader in education and achieving organizational objectives.
- Researches a variety of topics (e.g. public policy, education code constraints, etc.) for the purpose of ensuring compliance with regulatory requirements and established guidelines, securing information for planning and/or responding to requests.
- Responds to inquiries from citizens, news media representatives, etc. for the purpose of providing information and/or direction.
- Serves as a liaison between the University and partners, media representatives, community organizations, and/or the public individuals for the purpose of conveying information, publicizing events, and/or enhancing the relationship between the University and the community.
- Oversees the University webpages content, University social media platforms and University video productions.
- Supervises personnel for the purpose of organizing assignments and ensuring completion within established timelines.

COMPETENCIES: Must be able to perform multiple, technical tasks with a need to periodically upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing multiple projects; developing and

administering budgets; page and website designs; social media; and developing effective working relationships.

QUALIFICATIONS: 10+ years of leadership experience in corporate communications or public relations role, Bachelor's degree, preferred Master's degree in Journalism, Public Relations, Marketing, Communications, or related field preferred; Experience leading a team with proven ability to communicate, delegate, build a team, and develop direct reports; Experience managing relationships with PR agencies; Demonstrated proficiency of excellent writing and editing skills, including the ability to write about complex topics in a simple, easy to understand way; Excellent project management, time management and organizational skills; and Strong team ethic and collaborative work style, but must be able to work independently, assume responsibility and be accountable.

SKILLS required are to perform multiple, technical tasks with a need to periodically upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing multiple projects; developing and administering budgets; page and website designs; social media; and developing effective working relationships.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percent's, and/or ratios; read technical information, compose a variety of documents, and/or facilitate group discussions; and solve practical problems. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: organizational and time management; concepts of conflict resolution; pertinent codes, policies, regulations and/or laws; and current and developing technology.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of varied types and/or purposes; and utilize a variety of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is moderate. Specific ability-based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; facilitating communication between persons with frequently divergent positions; attending monthly Board meetings; and off hours support to the Automated Communications System. Strong verbal communications skills; The ability to manage multiple projects at once while delivering high quality work, adhering to standards for internal client service and meeting deadlines.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to talk or hear. The employee is regularly required to sit, and is required to stand; walk, use hands to finger, handle, or feel and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment in this position is generally characteristic of a normal office environment. The employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.

NOTE:

This job description in no way states or implies that these are the only duties to be performed the employee will be required to follow any other instructions and to perform any other duties requested by his or her supervisor.