# Public Information Director | Communications Director – Position Description

## Position Purpose

The Director of Communications will be responsible for developing and directing a comprehensive communications and public relations program for the Dean of the College of Medicine. This position works with University departments, interacting with the hospital as appropriate for clinical missions.

## Duties and Responsibilities

* Develop and implement communications strategies about major issues affecting the College of Medicine. Work independently with college departments and centers to ensure that communication needs are being met on an ongoing basis and serve as a resource to those units.
* Prepare news releases, articles, scripts, speeches, media campaigns, educational materials, and the like as needed. Review and approve all programs, publications, and media projects prior to submission.
* Coordinate internal communication strategies for special projects (e.g. Coordinating the internal communication around the implementation of a new electronic medical record system for the clinical enterprise).
* In coordination with the Office of Public Relations, plan and direct the marketing, advertising, circulation and production functions for magazines and other periodicals related to the College of Medicine.
* Participate in collegewide and campus wide committees as appropriate with respect to communications initiatives and strategies.

## Knowledge, Skills and Abilities

Knowledge of journalistic principles and practices and techniques of disseminating information to the public through news media. Knowledge of the methods and techniques used in planning, composing, editing and producing publications. Knowledge of principles and methods of planning, conducting and supervising largescale public relations programs. Knowledge of College of Medicine programs, policies, procedures, objectives and goals. Ability to establish and maintain effective working relationships with the communication media and general public.

## Position Requirements

Education: Bachelor’s degree

Experience: 3+ years of relevant experience related to the development and dissemination of informational material.

FLSA: Exempt