Director of Strategic Communication (8741)

Job Summary

Reporting to the Dean of Purdue University Libraries and School of Information Studies (PULSIS), the Director of Strategic Communication serves as an advisor to the Dean and other senior PULSIS administration. Provides communication counsel to PULSIS leadership to advance institutional priorities among diverse and numerous audiences, including senior University administration; students, faculty and staff of Purdue; alumni and donors; the Greater Lafayette community; and the academic library profession for PULSIS’ public-facing resources such as e-Archives, the Press, PURR, and Purdue e-Pubs. Creates, maintains, and implements a strategic communication plan and program. Instructs and informs PULSIS faculty and staff on internal and external communication policies and procedures. Participates in and helps formulate communications and presentations to key constituents, inside and outside the University. Establishes guidelines, in consultation with PULSIS administration and managers, for official PULSIS, Office of Undergraduate Research, Copyright Office, and Press communication in traditional and social media. Manages and monitors their continued delivery and evolution. Serves as interface between PULSIS and the Director of Advancement. Will work cohesively in managing donor communications through publications, news media, and special events.

Required:

- Bachelor's degree in journalism, public relations, communication or other related degree
- Eight years of experience in strategic communication, public relations, and/or marketing
- Consideration will be given to an equivalent combination of related education and required experience
- Effective teamwork and collaboration skills
- Excellent oral/written communication skills
- Ability to represent PULSIS and University with tact and diplomacy at all times
- Ability to analyze data and use sound judgment to make decisions
- Ability to develop specific goals and plans to prioritize, organize, and accomplish work and the work of others
- Efficient management of time, utilizing excellent time and project management
- Analysis of data and use of sound judgment to make decisions; completion of work with a high level of accuracy and attention to detail; effective and clear communication; development of specific goals and plans to prioritize, organize, and accomplish work; ability to build productive and respectful relationships with others and maintain them over time; ability to pay attention to detail and concentrate on a task over a period of time without being distracted.
- Ability to build relationships and respond courteously and effectively to customer needs; ability to treat coworkers with dignity and respect
- Ability to address shortfalls and problems in service delivery
- Ability to adjust productively to and communicate about change
- Ability to take initiative to learn new knowledge and skills
- Receptive to feedback and ability to take appropriate action in response

Preferred:

- Experience in higher education
- High-level of computer skills including Microsoft Office applications and HTML (website maintenance), knowledge of all phases and types of communication including traditional as well as newer forms such as social media

Additional Information:

- Cover letter is required to be considered for this position; cover letter must include your interest in and qualifications for the position, as well as your past experiences, current interests and activities, and/or goals to promote a climate that values diversity and inclusion
- Must be able to perform evening and weekend responsibilities as required
• Purdue will not sponsor employment authorization for this position
• A background check will be required for employment in this position
• FLSA: Exempt (Not Eligible For Overtime)
• Retirement Eligibility: Defined Contributions immediately
• Purdue University is an EOE/AA employer. All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply

Job Family
Communications and Engagement

Job Sub Family
General Communications

Employee Class
M/P Management

Career Stream

Management 5

Pay Band S080
Link to Purdue University's compensation guidelines: https://www.purdue.edu/hr/Compensation/compGuide/supportingDocs/Purdue-Compensation-Guidelines.pdf
Job Code # 20002557
Link to Career Path Maker: https://cpm.mendixcloud.com/?_ga=2.56634154.1642976899.1566391267-1652204999.1559663560