



**STATE OF CONNECTICUT
BOARD OF REGENTS FOR HIGHER EDUCATION
JOB ANNOUNCEMENT
July 3, 2013**

DIRECTOR OF PUBLIC AFFAIRS & MARKETING

Open to: The Public
Location: Hartford, CT
Shift/Hours: 1st shift/40 hours per week
Salary: Commensurate with experience
Closing Date: July 31, 2013

General Definition:

The Director of Public Affairs & Marketing (Director) is responsible for the development and implementation of a comprehensive program of public relations and marketing for the Connecticut State Colleges & Universities (ConnSCU), consistent with strategic planning goals and objectives established by the Board of Regents (BOR). As a key member of the Executive Management team, the Director will report to the President and serve as principal advisor on issues of effective and appropriate communication with the public and media, including identifying marketing opportunities to further the public's recognition of ConnSCU as a world class organization within the higher education arena.

Essential Duties:

- Develop and carry out effective programs and strategies for communicating with the public and positively influencing public opinions and understanding of ConnSCU and its educational mission.
- Working closely with the Executive Management team and the colleges and universities, develop, implement, and maintain a comprehensive and multi-faceted communication and marketing plan that enhances the image of all ConnSCU institutions.
- Develop and prepare speeches, presentations, and other written materials for the President, BOR members, college and university presidents, and others to use in representing ConnSCU and its institutions. This accountability may include developing appropriate communication responses in crisis situations.
- Compose, prepare, and oversee the production of ConnSCU publications, the public website, and other communication instruments to support the ConnSCU's communication and marketing strategies.
- Effectively communicate news about ConnSCU to the media and respond to media inquiries about ConnSCU on behalf of the President and the BOR both externally and internally. This accountability includes cultivating sound relationships with media organizations (mainstream, earned, paid, and social media outreach) and their news staffs.

- Develop and conduct training and technical assistance to the universities on such subjects as effective public and media relations, crisis communications, and related issues.
- Serve as liaison on all Freedom of Information Act (FOIA) requests received by the ConnSCU central office.
- Provide functional direction to support staff who perform such services as assisting in preparing, editing, and publishing documents as well as general assistance in preparing materials in support of ConnSCU's public relations, communications, and marketing efforts.
- Plan and manage special events to enhance the visibility and image of the System.

Qualifications and Requirements:

Demonstrated ability to develop strategic programs for effective communications and public relations. Demonstrated ability to write and edit effective and appropriate publications and other communications pieces for public audiences. Demonstrated ability to develop and maintain effective relationships with media organizations.

These skills and abilities are acquired through a combination of experience and training including a Bachelor's degree – Master's degree is preferred - in journalism, public relations, marketing or a related field together with seven years' experience in journalism, public relations, marketing, or a related field.

Personal Attributes:

Strong interpersonal skills, ability to communicate and manage well at all levels of the organization and with staff at remote locations essential. Strong problem solving and creative skills and the ability to exercise sound judgment and make decisions based on accurate and timely analyses. High level of integrity and dependability with a strong sense of urgency and results-orientation.

Other Skills & Abilities:

PC proficiency is essential (Windows environment) and knowledge of Core-CT (Oracle) and Banner would be helpful.

Application Instructions:

Please submit a cover letter, resume, and contact information for three professional references to:

Steven Weinberger, Vice President for Human Resources
 Board of Regents for Higher Education
 39 Woodland Street
 Hartford, CT 06105-2337

Email: weinbergers@ct.edu
 Website: www.ct.edu

Review of applications will begin immediately and continue until the position is filled.

The Board of Regents for Higher Education is an Affirmative Action/Equal Opportunity Employer and strongly encourages the applications of women, minorities, persons with disabilities, and veterans.