



## Director of Communication

### Job Description

<b>Job title</b>	<i>Director of Communication</i>
<b>Job type</b>	<i>Volunteer, Part-time or full-time</i>
<b>Reports to</b>	<i>Vice President of Operations</i>

#### Job purpose

The Director of Communication works full-time or part-time to present the university to the public in a favorable light using writing, photography, presentation, and other media-related skills.

#### Duties and responsibilities<sup>i</sup>

- Conducts an annual evaluation of direct report subordinates.
- Supervises the Director of Media Services and DIU's Graphic Designer.
- Supports the writing of annual reports.
- Serves as the frontline spokesperson for DIU, speaking on behalf of the school to the public and media (any non-donor focused occasions).
- Strives to communicate DIU's mission and goals to the general public, potential students, alumni, and other DIU stakeholders.
- Writes and distributes press releases to introduce new academic programs, milestones reached, and other newsworthy developments.
- Works with DIU's webmaster to maintain current information on website.
- Oversees all publications for consistent branding, usefulness, and consistency.
- Oversees and monitors DIU's image on the Internet and online social media to present DIU's message, preserve DIU's reputation, and attract potential students.
- Developing unique ways to connect to the University through Zoom events, chapel invitations, surveys, and (eventually) volunteer opportunities.

#### Qualifications

- Bachelor's degree in a related field.
- Experience working on a communications team.
- Has extensive knowledge of Dallas International University.
- Demonstrates strong written and verbal communication skills and the ability to perform compelling presentations.
- Shows the ability to effectively engage in social media activities to promote the university in branding and messaging
- Has strong negotiation and persuasion abilities.
- Displays excellent leadership, management, and interpersonal skills.
- Possesses strong organizational abilities and is detail oriented.

- Has knowledge of budgeting and finance.
- Good physical health is required. The position requires only occasional, moderate physical effort. This person should live within commuting distance to the university.

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<sup>i</sup> The intent of this job description is to provide a representative summary of the major duties and responsibilities. Staff members may be requested to perform job-related tasks other than those specifically presented in this description.