



**Connecticut State Community
College Job Description
Director for Organizational Communications**

Salary Level:
CCP 19 (Subject to Willis)

Date Approved/Revised:
Rev 2. 9/28/23

Position Purpose:

The Director for Organizational Communications communicates complex organizational culture, community and workplace information, issues, and changes. The Director helps inform and educate faculty, staff, students and strategic partners about CT State's culture, values and approach. The Director helps develop strategies, tactics and messages to convey the organization's mission, priorities and leadership through clear and concise communications.

Supervisory and Other Relationships:

The Director for Organizational Communications reports directly to the AVP of Communications and Strategic Marketing. They have a close working relationship with the President of CT State and other members of Cabinet, other department and project leaders, and Campus Communications/Public Relations Coordinators to develop messaging to support CT State initiatives. The Director for Organizational Communications may supervise content creator(s) and student workers. The Director is responsible for high-level decisions and for leading a team.

Example of Duties:

The following examples of duties illustrate the general range of tasks assigned to the position, but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Create internal communications plans and timelines.
- Write and distribute narrative content through various modalities including email, web, conferencing, video and events to engage organizational audiences in a consistent manner
- Produce and distribute regular college e-newsletter(s), President's community messages
- Collaborate with CSCU counterparts on internal communications
- Convert policy, procedure and protocol from CT State leadership into relevant, digestible messages using formats that engage faculty, staff, students and stakeholders through experience-based examples and compelling stories
- Coordinate with Campus Communications/Public Relations Coordinators, other members of college marketing team, faculty, staff and students to cultivate, share and celebrate among all campuses those areas of best practices, student success, and innovation that improve KPIs
- Deploy college-wide methods to share news of professional achievements, accolades, speaking opportunities, published writings, speaking engagements, etc. by CT State leadership, faculty and staff.
- Ensure the consistent use of the college style guidelines
- Direct responsibility for managing the budget for internal events and projects
- Develop effective communication campaigns to help faculty, staff and students understand what they need to know about systemwide initiatives impacting students, faculty and staff
- Partner with directors, AVPs and coordinators on communications initiatives, programs and projects to engage related audiences
- Develop internal communications tactics and content for CT State leadership and/or campus leaders related to crisis and/or change management.

- Prioritize diversity, equity and inclusion in outreach materials and activities by including representation, reach and engagement to persons of color, persons with disabilities and LGBTQ communities

Professional Participation and Development:

In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

- Attendance and participation at convocation, commencement and honors ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.

These may involve attendance at evening or weekend events, within contractual limits. The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in higher education. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

Qualifications:

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft Office 365. Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Content creation, copy editing, proofreading and quality control
- Organizational communication strategies and techniques
- Working closely with senior leadership and stakeholders
- Communication content development, delivery methods (video, print and electronic), and communication technology
- Digital presentations and specialized conferencing platforms
- Quality control
- Digital photography
- Project management and time management skills
- Supervisory skills
- Budget management

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Bachelor's degree in a relevant field, Master's preferred, together with 2-5 years of related experience and up to two years of supervisory experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment:

Performance of this position may involve early morning, evening, or weekend work. The position's work normally is performed in such locations as offices, as well as places where the public may assemble. The incumbent may travel to central office meetings and conferences, as well as to campuses and vendor offices. This position may be assigned to the college office or a campus location. Reasonable accommodation will be made for persons with physical limitations.