**Job Description**

Director for Communications

Job / Classification Title: 100445/ Communications Director

Working Title: Director for IT Communications

Career Family: Communications and Marketing

Job Role / FLSA Status: CM260 Professional /Managerial - Exempt

**WORKING TITLE: Director for IT Communications**

**Job Summary**

Information technology plays large and vital roles in enabling the university’s missions of education, research, and patient care. The Office of the Vice President for Information Technology and Chief Information Officer seeks a Director for IT Communications who will be responsible for setting IT communications strategy that helps Information & Technology Services (ITS), Health Information Technology & Services (HITS), and the Michigan IT community be successful in its mission to support faculty, staff and students with the important technologies needed to achieve essential, innovative, and creative endeavors. This position’s primary objectives will include:

* To set the standard for clear, consistent, and useful communications to Michigan IT staff, the University community, and external audiences.
* To provide exceptional leadership and a positive work environment to a strong team of marketing communication professionals.
* To coordinate strategic communications and marketing efforts for the Office of the VPIT-CIO, ITS, and HITS.
* To develop and oversee high-level strategy and various courses of actions to meet internal and campus-facing communication needs for ongoing project-based and operational priorities.
* To build close partnerships with senior leadership, project teams, business partners, peers, and U-M’s central communications office to plan and implement communications for a variety of core and often highly visible IT services.

This role reports to the Executive Director of Administration in the Office of the VPIT-CIO and requires a strong understanding of integrated marketing communications, U-M IT needs, and the value of relationships.

**Responsibilities**

*Leadership and Strategy*

* Develop, implement, and evaluate comprehensive communication strategies to support core organizational objectives.
* Drive efforts to develop integrated marketing communication strategies and plans to align short-term and long-term communication needs and requirements.
* Continually focus on improving audience research, content, and delivery to meet the communication and change management needs of university-wide stakeholder and audience groups.
* Collaborate with leadership, business partners and stakeholders across U-M to understand, develop and set strategic communications priorities to reinforce Michigan IT as enablers of the university missions of research, education, and patient care.
* Manage brands and reputation. Inspire and communicate a compelling IT vision of the future and help mobilize U-M to achieve it.
* Ensure all materials convey organizational messaging and image and adhere to U-M brand and style guidelines.
* Analyze, prioritize, research industry trends in public relations, marketing and communications to proactively provide relevant and quality engagement. Consult and work with Office of the VP for Communications and Michigan Medicine Department of Communication to manage IT media relations and maximize story telling opportunities.

*Planning and Implementation*

* Ensure proven strategic communication methodologies are consistently used during planning and implementation phases of all operational and project-based work streams.
* Analyze, evaluate and approve various courses of actions to meet communication needs for ongoing operational and project-based IT activities.
* Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities.
* Oversee development, distribution, and maintenance of all print collateral.
* Oversee IT social media strategy in alignment with the university’s social media guidelines.
* Manage communication-related planning and tactics for IT service crises and significant incidents.
* Provide web strategy and content oversight for both ITS internal and campus-facing websites.
* Develop or oversee original work product, online and print material, e.g., email, websites, social media, newsletters, visual elements, press releases, feature stories, brochures, presentations.
* Oversee event management support for campus and external engagement activities.

*Operational Management*

* Establish and/or implement operational processes, procedures and standards.
* Develop and/or provide guidance on high-level marketing communication strategies, advise on strategic recommendations for projects or departments, provide resource and time estimates.
* Understand and manage communication resource requests. Assign staff to projects and tasks based on scope, audience, impacts and timing.
* Drive delivery of new and changing communication services and products.
* Responsible for controlling costs, planning, scheduling, procedural and policy changes.
* Review and authorize expenditures of funds.
* Develop and approve staffing plans and schedules, proposals, and budgets as part of effective budget planning and appropriate use of funds and resources.
* Approves and is accountable for employment activity and decisions (e.g., hiring, roles and responsibilities, discipline, training, work schedules).

*Staff Supervision & Development*

* Directly manage a team of communications professionals.
* Recruit and select high caliber people with diverse cultures, backgrounds, and experience. Manage new hire on- and off-boarding.
* Direct performance management activities. Ensure clear understanding of expectations and performance.
* Provide accurate, specific, and timely feedback to meet or exceed customer expectations and performance metrics.
* Assist employees with career development planning, identify and approve training, share knowledge and expertise, and incorporate development plans for staff in a day to day work.
* Provide financial and non-financial recognition consistent with the organization’s compensation philosophy.
* Plan and develop team performance objectives, direction and goals; coach and counsel staff to accomplish goals.

**Education & Technical Competencies**

**Required Qualifications**

* Bachelor Degree in a related field and/or equivalent combination of education, certification and experience.
* 10 years relevant work experience in public relations and/or marketing communications with knowledge/experience in IT.
* 5 years of experience in a management position with responsibility for strategic communication planning, goal setting, resource planning and scheduling, and supervisory experience that includes recruiting, mentoring, career development and performance management, and team building.
* Demonstrated experience with communication analytics tools as a data-driven means to assess communication effectiveness.
* Strong familiarity with communication best practices and industry trends, including modern social media and advertising channels.
* Exceptional writing skills and knowledge to develop creative communication plans and products needed to distribute information to various media effectively. Demonstrated attention to detail and proofreading skills.
* Demonstrated public speaking and presentation skills.
* Highly collaborative style; relationship builder with the flexibility and finesse to manage by influence.
* High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
* Strong track record as an implementer who thrives on managing a variety of key initiatives concurrently with experience implementing organization-wide change and building consensus with key stakeholders.
* Demonstrated proficiency with current computer technology and applications (e.g., productivity apps, Google apps, Microsoft Office Suite, etc.)

**Desired Qualifications**

* Work experience in higher education
* Work experience in an IT organization
* Work experience in a health care delivery organization
* Work experience in a highly regulated industry working on communications strategies with compliance, privacy, and security leadership.

**Organizational Competencies**

* Respects diversity; demonstrates respect for and seeks the opinion of others; trusts and values each person's contributions to the team
* Demonstrated ability to develop and maintain positive and cooperative relationships, inside and outside of work group, interacting in a friendly, open, ethical, honest, and accepting manner. Maintains agreed upon levels of confidentiality.
* Demonstrated ability to communicate effectively with those with differing opinions and levels of understanding, varying style to fit the audience and organizational/unit politics, and tailoring presentations for the audience. Uses effective strategies, arguments, and materials to persuade others with different opinions.
* Works with and enables others to plan and implement change utilizing change management strategies. Advocates strongly for new ideas, processes, and or services to increase efficiency, quality, and customer/client satisfaction. Collaborates and builds consensus with stakeholders.
* Assesses long term consequences and the political environment when implementing solutions.
* Demonstrated initiative in developing self and others, providing mentoring opportunities, sharing knowledge and expertise gained from work experience and professional development opportunities, identifying/creating development opportunities, and striving to be in the forefront of the profession.
* Recruits and selects high caliber people of diverse cultures, backgrounds, and experience from both inside and outside of the organization.
* Demonstrated ability to develop specific action plans, achieve deadlines or milestones, accept accountability for mistakes, take corrective action, hold others accountable to their commitments, resolve team conflicts with finesse, and, get involved when achievement of a milestone or goal is at risk.
* Demonstrated ability to work independently, respond quickly in a crisis, build rapport and credibility with others, and assume a broad range of responsibility.
* Remains calm; provides a stabilizing influence during change and transition.
* Creates and environment of accountability, safety and environmental responsibility.
* Broadly impacts the organization’s overall success, links strategy and goals and fosters a commitment to the vision of the organization.

**Physical Demands/Work Environment**

Punctual, regular, and consistent attendance is required. Normal amount of sitting, average mobility to move around an office environment; able to conduct work at a computer; may require travel to various locations on and off campus. May require on-call availability and may require working during non-business hours and on weekends.

This position may work with and/or support systems that maintain or process sensitive institutional data as defined by university policy. Successful candidates must comply with federal, state, and local law, and/or university policies or agreements that require the university to implement specific privacy and security safeguards, including but not limited to ITAR, EAR, HIPAA, and FISMA.

*The statements included in this description are intended to reflect the general nature and level of work assigned to this classification and should not be interpreted as all-inclusive.*