Connecticut State Community
College Job Description
Director for Organizational Communications

Salary Level: CCP 19 (Subject to Willis)
Date Approved/Revised: 1/18/23

Position Purpose:
The Director for Organizational Communications has a passion for communicating complex organizational culture, community and workplace issues and changes as CT State grows. As an integral part of the CT State Communications team, the director reports directly to the AVP of Communications & Strategic Marketing and will focus on building an atmosphere of openness and transparency and celebrating success. The Director fosters CT State’s mission to be a great place to work, study and grow by celebrating innovation and legacy as one college and multiple campuses. The Director helps develop strategies, tactics and messages to convey the organization’s mission, priorities and leadership through clear and concise communications that inform, inspire, and build pride and trust across CT State.

The Director helps inform and educate faculty, staff, students and strategic partners about CT State’s culture, values and approach to helping our students achieve their academic and personal goals as our organization undergoes change.

Supervisory and Other Relationships:
The Director for Organizational Communications reports directly to the AVP of Communications and Strategic Marketing. They will also have a close working relationship with the President of CT State and other members of Cabinet, other department and project leaders, and campus-based Public Relations Coordinators in order to develop messaging to support CT State initiatives.

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 based, video and event content to engage organizational audiences in a consistent manner. Responsible for production and distribution of a regular CT State News e-newsletter and the creation and distribution of a calendar of community messages from the President. Work collaboratively with CSCU counterparts on internal and external 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 Public Relations Coordinators, Media & Public Relations, Digital Services, Creative and Publications Services, faculty, staff and student leads to cultivate, share and celebrate among all campuses those areas of best practices, student success, and innovation that improve KPIs.
- Develop 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 CT State Style Guide
- Liaison to campus Institutional Advancement for public relations on projects including a CT State coordinated calendar of press releases and events.
- 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.
• Collaborate with Institutional Advancement on the effective forum, timing and content for public relations and community relations.
• Develop communications tactics and content for CT State leadership and/or campus leaders related to crisis and/or change management.
• Collaborate on overall social media, graphic design, web services, video production and strategic marketing.

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.

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 (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

• Knowledge of effective organizational communication strategies, techniques, and media including video, print, written and electronic communication.
• Experience working closely with senior leadership/stakeholders.
• Extensive knowledge of effective communication content development, delivery skills and communication technology including photography.
• Excellent project management skills and time management.
• Proficiency in creating social media content.
• Proficiency in Spanish, preferred.

These skills and abilities typically are acquired through a combination of education, training and experience which would include a bachelor’s degree in communications or related field together with 5-7 years communications experience, preferably in higher education or public service, and up to one year 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:
The Director of Organizational Communications will be required to travel to the campuses and other sites within the CT State Community College and can be based at a campus or CT State college offices at 185 Main Street, New Britain. The position requires the ability to drive or to arrange for alternative transportation. Reasonable accommodation will be made for physical limitations.