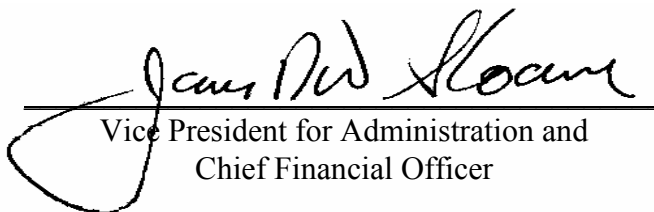


DIRECTOR OF PUBLIC AFFAIRS (UHM)

This is administrative staff work under the general direction of the Chancellor, University of Hawai'i at Mānoa. The position is responsible for planning, organizing, directing and coordinating the internal and external public affairs program for the Mānoa campus as they relate to public and media relations, special events, and web-based information that enhances and promotes educational opportunities, services and programs of the Mānoa campus. Responsibilities include developing and directing innovative and creative new programs and communication strategies to promote the Mānoa campus and its activities; ensuring the timely and efficient dissemination of information about the Mānoa campus programs and activities; responding on behalf of the Chancellor to legislators, the media, University executives, faculty, students, staff and other groups; advising and briefing the Chancellor for meetings and presentations before a wide variety of individuals and groups; developing policies and procedures on internal and external relations for Mānoa campus; developing legislative strategies and coordinating legislative activities for the Chancellor's Office; serving as the Chancellor's representative in the planning, coordination and execution of special events for the Mānoa campus; providing oversight in the preparation and coordination of the Mānoa campus website to insure consistency and effectiveness in communicating with internal and external audiences; preparing speeches, studies and reports as assigned; serving as a liaison between the Chancellor and the community, business, private individuals, state and federal officials, etc.; educating and fostering affirmative attitudes of the Mānoa campus; and promoting the Mānoa as the campus of choice, particularly for graduate education.

Work requires the ability to express oneself clearly, concisely and effectively with tact and poise; ability to develop and maintain effective relationships with multiple internal University and external groups including excellent written and oral communication, interpersonal and public presentation skills; and considerable knowledge of the theories, principles and practices of public, media and community relations. Work is reviewed through evaluation of results achieved.

The establishment of the managerial class, Director of Public Affairs (UHM), is effective October 1, 2002.



Vice President for Administration and
Chief Financial Officer

September 27, 2002

Date