

DIRECTOR OF UNIVERSITY RELATIONS (UHH)**DEFINITION**

The Director of University Relations performs the administrative functions of planning, organizing, directing and coordinating the external affairs of the University of Hawaii at Hilo (UHH) as they relate to public and media relations, student affairs, alumni programs and legislative coordination to educate and foster affirmative attitudes and acceptance of UHH and its role in higher education for the State. Responsibilities include analyzing and evaluating current publications and events and modifying, designing, developing and directing new programs to promote UHH and its activities; the composition, makeup and distribution of a wide variety of public relations materials, both written and pictorial, including news and feature releases, official publications of UHH, and fund raising materials distributed through UH Foundation; serving as the designated representative of the Chancellor and UHH to maintain effective lines of communication with University-wide executives and administrators, BOR, legislators (municipal, State and National), State, Federal and private agencies, groups external to UHH and with faculty, staff, students and groups of the UHH community; responding on behalf of the Chancellor to legislative, media, interest groups, etc., on inquiries for UHH events, operations, alumni activities, programs, projects, etc., both orally and in writing; modifying, developing and administering policies; and developing concepts related to University relations. The Director of University Relations is the key strategist in marketing the college to prospective students from the Big Island, other parts of the State, other mainland states and from Asia and the Pacific. Work requires ability to express oneself clearly and concisely with tact and poise, considerable knowledge of public and media relations practices and techniques, administrative experience and the ability to communicate effectively both orally and in writing. Supervision is received from the Chancellor who reviews work through evaluation of program and goal attainment.

The retitling of the class Director of College Relations (UHH) to Director of University Relations (UHH) is approved effective January 14, 1991.

Albert J. Simone
President, University of Hawaii and
Chancellor, University of Hawaii at Manoa

JAN 15, 1991