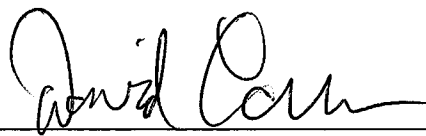


DIRECTOR OF COMMUNICATIONS

This is administrative work in providing system wide leadership, direction, evaluation and coordination of the University's internal and external communications, which includes media relations, public relations and strategic communication planning. Working with University stakeholders, the Director ensures that all materials and information publically disseminated are comprehensive and accurate. As Spokesperson for all ten campuses of the University of Hawai'i and the System, the Director develops and maintains strategic relations with all media outlets and venues, timely responds in a thoughtful and strategic manner to all media inquiries and requests, and proactively works with faculty, staff and administrators in developing a comprehensive communication plan that showcases the unique attributes of University programs. The Director also oversees the production of University stories and videos to ensure content and messaging is consistent with the communication strategy; develops policies and procedures and general direction over content for all online social media and other forms of electronic communication, and serves as consultant with programs system wide on implementation of web strategy consistent with university's corporate identify and communications and marketing strategies.

Work requires extensive knowledge of and experience in media, public and community relations. Work requires considerable contact and collaborative approach with University leadership including senior executives and administrators and campus administrators, legislators, media, federal and state agencies, and external groups. Work is performed with seasoned tact, diplomacy, initiative and sound judgment. Work is reviewed by the Vice President for Administration.

The establishment of the class, Director of Communications, is approved.



David Lassner
President

5/15/18

Date