

**STATE OF HAWAI'I
UNIVERSITY OF HAWAI'I
UNIVERSITY OF HAWAI'I AT HILO**

FUNCTIONAL STATEMENT

OFFICE OF UNIVERSITY RELATIONS

As part of the Chancellor's Office, concentrates on efforts towards the development of external college relations and developing and preparing effective publications and activities to promote University of Hawai'i at Hilo.

OFFICE OF THE DIRECTOR

- Responsible for development and preparation of effective publications and activities to educate and foster affirmative attitudes and acceptance of UHH and its role in higher education for the State;
- Responsible for marketing and promotion of UH Hilo throughout the state of Hawai'i, mainland United States, and Pacific Rim countries;
- Responsible for composition, makeup and distribution of a wide variety of public relations materials; coordinates with respective university executives, outside agencies, media, legislators and the community to implement programs and projects;
- Monitors and evaluates progress and assesses effectiveness.
- Responsible for governmental relations on behalf of UH Hilo and the University of Hawai'i System at the State Legislature, County of Hawai'i, and Federal government.
- Maintains close and effective working relations and communication with university executives, Board of Regents, legislators, community agencies, media, and faculty, staff, and students to coordinate the dissemination of information relating to UHH operations, programs, and activities.