

Assistant Director - Public Information Officer/Social Media Manager

Recruitment #:	S2290
Review Date:	Immediate review Open until filled
Department:	Marketing and Communications (MarCom)
Salary Rate:	\$57,983 - \$68,216

Position Summary:

The Assistant Director, Public Information Officer (PIO)/ Social Media Manager is the primary individual responsible for communicating with the campus community, social media, and public/external media and crisis communications. This person helps execute public relations strategies and implementation for campus that supports university and enrollment goals; the oversight of social media is a key part of this role. This person works closely with the MarCom director and serves as the university's Public Information Officer. Additionally, this person works with the president on presidential communications and information strategies. This position is involved with monitoring and utilizing a portion of MarCom's budget. Provides back up support to the Director of MarCom, as needed.

[Click here](#) for the complete position description which includes knowledge areas and preferred qualifications.

Required Qualifications:

- Bachelor's degree in communication, public relations, journalism, marketing, business management, project management or related field from an accredited institution.
- Minimum of five years of experience in public relations, social media marketing or content strategy; two must be at the professional level.
- Minimum of two years of experience working in a collaborative environment, digital media, social media, journalism, or media advertising.
- Demonstrated ability to handle all information with sensitivity, discretion, and solid judgment.
- Strong writing experience demonstrating the ability to research complex topics, and ability to write and edit varied content for multiple platforms.
- Thorough understanding of the major social media platforms.
- Ability to exercise integrity, patience and tact when working with the media and university stakeholders.
- Demonstrated commitment to the values of diversity, equity, inclusion, and accessibility.
- Management or supervisory experience.

Women, Black, Indigenous and People of Color, veterans, people who identify as LGBTQ+, and people with disabilities are highly encouraged to apply for this position, even if they do not meet qualifications exactly as listed. We are most interested in finding the best person to fulfill this role within our university community, and that candidate may be someone with transferable skills and experience rather than exact qualifications.

Required Application materials: You may submit all materials online at www.wou.edu/prostaffapp

1. WOU Employment Application form [available here](#) - unclassified/faculty
2. Cover Letter that addresses your qualifications for the position
3. Resume
4. Diversity Statement: Review the Board Statement on [Diversity, Equity, Inclusion, and Accessibility](#) and respond to

the following [Diversity questions](#)

Additional Application information:

Contact information for three professional references will be requested from finalists. Western Oregon University only considers visa support for Tenure Track employees placed in specialized positions that are continuing regular university appointments for multiple years.

Background/Education Check:

A criminal background check will be completed as a condition of employment. Education checks are processed for positions requiring a formal degree as a minimum requirement.

Employee COVID-19 Vaccine Requirement:

All WOU students and employees are required to be fully vaccinated against COVID-19. All newly hired employees must meet the vaccination requirement or file an exemption prior to their first day of employment.

Benefits:

Western Oregon University offers an excellent benefits package for eligible employees which includes 95% premium paid healthcare, a generous retirement and vacation package, and reduced tuition rates for employee, spouse or dependent at any of the Oregon Public Universities. <http://www.wou.edu/hr/benefits/>

Equal Employment Opportunity:

Western Oregon University is an equal opportunity employer that is committed to diversity, equity and inclusion in the workplace. We celebrate our inclusive work environment and encourage people of all backgrounds and perspectives to apply. We embrace our differences, and know that our diverse team is a strength that drives our success.

Western Oregon University is committed to developing a barrier-free recruitment process and work environment. If you require any accommodations, please email us at employment@wou.edu and we will work with you to meet your accessibility needs.