

# Assistant Commissioner for Strategic Communications & Outreach

## Job Description

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<b>UCP Title:</b>	Assistant Commissioner
<b>Salary Range:</b>	\$70,000 - \$80,000
<b>Classification:</b>	Professional
<b>Reporting Relationship:</b>	Commissioner
<b>Location:</b>	Jefferson Building, Jefferson City

### OVERVIEW:

The MDHE's Assistant Commissioner for Strategic Communications and Outreach must be a leader and a do-er, an energetic visionary, and a resourceful manager of a modest budget. The director is responsible for leading a team dedicated to educating students and families about the value of postsecondary education, options available for every kind of student, and strategies for getting an affordable education. The team also engages the general public, educators, legislators, stakeholder groups, and others in strategies to promote educational attainment throughout the state. Finally, the team supports general department communications needs, including media releases, social media communication, speechwriting, website maintenance, and other critical functions.

### RESPONSIBILITIES:

1. Supervise MDHE communications and outreach staff.
2. Partner with other department staff to achieve communication and marketing goals that support the department's mission.
3. Collaborate with other departments' chief information officers to communicate about shared interests, goals, and work.
4. Develop communications and outreach strategies for the Missouri Department of Higher Education, including branding, messaging, media relations, and outreach.
5. Identify and manage communications opportunities and challenges.
6. Continuously improve the MDHE and Journey to College websites, social media channels, publications, newsletters, special promotions, and other media and marketing activities.
7. Plan and implement events throughout the state to promote the importance of higher education or other topics.
8. Write and/or edit news releases, web and social media content, talking points, presentations, reports, and other documents.
9. Serve as the primary contact for reporters seeking information about the department and higher education in Missouri, coordinates media interviews for the commissioner of higher education and senior staff members.
10. Assist members of the Coordinating Board for Higher Education with communications needs as directed by the commissioner.
11. Assume other duties as assigned.

**KNOWLEDGE AND ABILITIES REQUIRED:**

1. Proficiency in Microsoft Office products including Microsoft Outlook, Word, and PowerPoint.
2. Proficiency in Adobe Creative Suites and WordPress highly preferred.

**EDUCATION AND EXPERIENCE REQUIRED:**

1. Graduation from an accredited four-year college or university.
2. Experience developing web content and social media, and excellent written and verbal communications skills.

**EDUCATION AND EXPERIENCE PREFERRED:**

1. At least five years of professional experience in the field of journalism, public relations, communications, marketing, or a related field.
2. At least two years in a supervisory or management position.
3. Project management experience.

**TRAVEL REQUIRED:**

This position requires periodic travel.

**TO APPLY:**

Please submit a cover letter, resume, copy of official college transcripts, and three samples of work to Human Resources at [hr@dhe.mo.gov](mailto:hr@dhe.mo.gov) or by mail to P.O. Box 1469, Jefferson City, MO 65102. If special accommodations are needed to participate in the application process, please notify the human resource office at (573) 751-2361. **AN EQUAL OPPORTUNITY EMPLOYER.**