The Opportunity

Texas Woman’s University in Denton, Texas, invites applications, nominations, and inquiries for the Director of Communications position of the Jane Nelson Institute for Women’s Leadership (JNIWL). The Institute is led by Chief Officer Mary Anne Alhadeff, a trailblazer within the public broadcasting system and the North Texas nonprofit community. The University seeks an experienced self-starter with superior written and oral communication skills and the ability to multi-task in a fast-paced environment. Reporting to the Interim Executive Director of the JNIWL, Shannon Mantaro, with a dotted line to the Chief Officer, the director will lead all communications and public relations efforts to promote the Institute, which is comprised of three specialized centers - Center for Student Leadership, Center for Women Entrepreneurs and Center for Women in Politics and Public Policy. Furthermore, the director will take the initiative to become knowledgeable and keep abreast of all aspects of the Institute in order to develop a strategic communications plan to raise the visibility of the Institute with internal and external constituencies. This includes promoting the newly launched Sue S. Bancroft Women’s Leadership Hall, an interactive history exhibit that showcases the contributions and leadership legacy of Texas women in politics and public policy, serving as a premiere destination for women’s leadership exhibits, educational opportunities and events. The successful candidate will have a high degree of intellectual curiosity and quest for life-long learning. Lastly, the successful candidate will serve as an integral member of the team and pitch in wherever and whenever needed.

About Texas Woman’s University

Founded in 1901 as the Girls Industrial College, today, Texas Woman’s University System is the first and only university system in the nation with a woman-focused mission. TWU has 16,000 students, 89% of whom are women. Dr. Carine M. Feyten became the eleventh president and second chancellor of Texas Woman’s University in 2014. According to U.S. News and World Report, Texas Woman’s University tied fourth in the nation for student diversity with 67% of the undergraduate enrollment represented by minority students, making it a majority-minority
institution with designation as a Hispanic Serving Institution (Hispanic, 34%; White, 31%; Black, 20%; Asian/Pacific Islander, 11%; International/other, 4%). In addition to the flagship, Denton location, the University System also has two other campuses located in Dallas and Houston as well as an e-learning campus, offering innovative online degree programs.

Committed to transformational learning, discovery, and service in an inclusive environment that embraces diversity, Texas Woman’s University inspires excellence and a pioneering spirit. The University prides itself on providing students with a high quality, well-rounded educational experience. Texas Woman’s is well known for its contributions and leadership in the fields of education, nutrition, business, the arts and sciences as well as nursing and health care professions. Accredited by the Southern Association of Colleges and Schools Commission on Colleges, the University offers the student support, class sizes, and campus esthetics more typically found at a private university. Through its varied array of program offerings, Texas Woman’s empowers students, many of whom come from traditionally underrepresented populations, to succeed in all facets of life to include career, leadership, service, health, and well-being.

Please view this video to learn more about Texas Woman’s University.

About Denton, Texas

Texas Woman’s University’s main campus is located in the historic North Texas town of Denton, in the Dallas-Fort Worth Metroplex, with a population of nearly 140,000. Denton is known for its friendly, small-town feel paired with big-city amenities. Consistently named one of Texas’ and the nation’s best college towns, Denton offers a variety of cultural entertainment, featuring live performing arts venues, music and film festivals, museums, and historical sites. Additionally, Denton is home to 30 parks, featuring 300 acres of open space, 3 recreation centers, a water park, and community swimming pools. In addition to hike and bike trails throughout the city, there are also nearby lakes and state parks that contribute to exciting outdoor recreational opportunities.

Please click here to learn more about Denton, Texas.

Overview of the Jane Nelson Institute for Women’s Leadership

Named in honor of the 10th woman elected to the Texas Senate and the first to represent Denton County, the Jane Nelson Institute for Women’s Leadership (JNIWL) at Texas Woman’s University is dedicated to preparing women for leadership roles in business and public service. The Institute is led by Chief Officer Mary Anne Alhadeff, a trailblazer within the public broadcasting system and the North Texas nonprofit community. Comprised of three specialized centers — Center for Student Leadership, Center for Women Entrepreneurs and Center for Women in Politics and Public Policy — the Institute provides multiple platforms for women to advance their leadership skills and experience through education, mentoring, and networking.
opportunities. The Centers provide support to women in establishing careers as successful executives, building entrepreneurial businesses, and developing the framework necessary to run for public office. Following is a list of some of the Institute’s most impactful contributions to women leaders.

- Offers the StartHER Grant Program, which encourages women-owned businesses in Texas to undertake new and innovative projects though 25 grants, each worth $5,000 and a Veteran Woman Entrepreneur Grant Program, which boosts female veteran business owners with grants between $1,000 and $10,000.

- Manages two premier scholarship programs, President's Leadership Council and Legacy Leaders, which are awarded to incoming students and based on their leadership and community service in high school, as well as their potential to serve as an effective leader on campus and in the community.

- Offers embOLDenHER nonpartisan workshops for women in Texas featuring practical advice about topics critical to preparing and running an election campaign.

**Director of Communications Role**

The Director of Communications for the Jane Nelson Institute for Women’s Leadership is responsible for elevating the internal and external visibility of the Jane Nelson Institute for Women’s Leadership. In this role, the individual will develop and implement strategic, integrated internal and external communications plans; develop content and update the Institute’s websites; manage social media channels; develop a proactive media relations agenda to highlight the advantages of the institute’s alignment with the university. The Director of Communications will draft presentations and write remarks, reports and other written communications as assigned. The position will also manage the communications functions related to JNIWL special events and activities. This role will also promote the JNIWL’s Sue S. Bancroft Women’s Leadership Hall as a premiere destination for women’s leadership exhibits, educational opportunities and events. Additionally, as liaison to the Marketing and Communications department, the Director of Communications will create promotional and informational materials for the JNIWL. Work is performed with minimal supervision and performance is based on the effective operation of all public relations functions. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

**Organizational Relationships**

*Reports to:* Interim Executive Director of Operations, JNIWL with dotted line to Chief Officer

*Supervises:* May supervise student assistants and other support staff
Essential Duties and Responsibilities - *May include, but not limited to the following:*

- Works with JNIWL leadership, develops and implements a multi-year strategic integrated communications plan.
- Works in collaboration with TWU’s Marketing and Communications office, manages media relations for the JNIWL.
- Creates/writes newsletters, presentations and reports for CO and others as assigned.
- Coordinates with Marketing and Communications to promote the JNIWL in the chancellor’s “Boldly Go” newsletter, TWU News and other publications.
- Develops marketing materials for JNIWL.
- Manages the communications functions related to JNIWL special events and activities.
- Manages website content creation (including management of visuals) for the JNIWL.
- Provides marketing collateral materials for visitors (for special exhibits, etc.)

Additional Duties
- Performs other duties as assigned.

Qualifications & Characteristics

*Education*

Bachelor’s degree in Journalism, Mass Communication, or a closely related field of study required. Master’s degree preferred.

*Experience*

Ten (10) years of experience in communications (written/verbal/visual/editing); public relations experience (mid-level, at a minimum) particularly with respect to managing and measuring effective internal and external communications; experience in dealing with complex environments and an ability to thrive despite competing deadline pressures; use of digital survey instruments to gain feedback and input; strong interpersonal communications capabilities; attention to detail and an appreciation for the importance of information accuracy and context.

*Requirement*

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

*Knowledge, skills, & abilities*

- Knowledge of principles and best practices of public relations and marketing communications, including excellent interviewing, writing and editing skills.
- Ability to direct and perform news/feature writing and editing.
- Ability to direct and manage website communications.
• Ability to conduct communications research (surveys) and measurement, social media and other communications channels.
• Ability to apply and implement strategic communications principles and ethics.
• Ability to meet deadlines in a fast-paced environment.
• Ability to plan, direct, and evaluate communications for a complex organization and operational requirements, using human resources, funds, and other resources to accomplish long-term and short-term goals of the institution.
• Ability to establish and maintain effective work relationships with JNIWL leadership, students, faculty, staff, alumni, partner organizations, the public and others.
• Ability to provide administrative guidance within area of responsibility, providing direct training and supervision as needed.
• Ability to apply budgetary and fiscal planning techniques within financial constraints.
• Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgement based on an understanding of organizational policies and activities.
• Ability to communicate effectively, orally, by phone, in person and in writing.
  Ability to use a personal computer and other office equipment, including related university software and email.

Salary Range
$ 85,000

Benefits Overview
Texas Woman’s University’s comprehensive benefits package is a valuable part of employment. As a state employee, benefits are offered under a group program administered by the Employees Retirement System of Texas, Teacher Retirement System of Texas, Optional Retirement Program, and Texas Woman’s University. For a full listing of benefits, please click here. A relocation package is also available.

Applications and Nominations
Texas Woman’s University has secured Capstone HigherEd Services, LLC to assist with the search for the next Director of the Center for Women in Politics and Public Policy. As such, inquiries, nominations, and application materials should be directed to the following contact:

Dr. Diana Pino
Capstone HigherEd Services, LLC.
TWU@CapstoneHigherEd.com
713-955-2122 ext. 1000

Inquiries, nominations, and applications are now being accepted. For best consideration, please submit application materials by January 8, 2023, however the position will remain open until filled. Application materials should be submitted via email to TWU@CapstoneHigherEd.com in PDF format and consist of the following:
• A letter of interest/cover letter
• A current CV or resume
• Contact information for at least three professional references (name, phone number, email address, and relationship to applicant). References will not be contacted without prior approval from the candidate.

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.

All positions at Texas Woman’s University are deemed security sensitive requiring background checks.