

Communications Director

locations

Corpus Christi, TX

College Station, TX

time type

Full time

posted on

Posted 4 Days Ago

job requisition id

R-079204

Job Title

Communications Director

Agency

Texas A&M University

Department

Sea Grant Administration And Program

Proposed Minimum Salary

Commensurate

Job Location

Corpus Christi, Texas

Job Type

Staff

Job Description

[Our Commitment](#)

Texas A&M University is committed to enriching the learning and working environment by promoting a culture that respects all perspectives, talents & lived experiences. Embracing varying opinions and perspectives strengthens our core values which are: Respect, Excellence, Leadership, Loyalty, Integrity, and Selfless Service.

[Who We Are](#)

The Texas Sea Grant College Program is dedicated to the understanding, wise use and stewardship of the state's coastal and marine resources. It is part of a network of 34 university-based programs in the Coastal and Great Lakes States that operate as a partnership between the state governments and the National Oceanic and Atmospheric Administration (NOAA) of the U.S. Department of Commerce. Texas Sea Grant is

headquartered at Texas A&M University in College Station and also has staff members located at Texas A&M University at Galveston and Texas A&M University-Corpus Christi, and in several other communities along the coast. Texas Sea Grant is part of the Division of Research. Texas Sea Grant focuses on three primary interconnected activities: research, outreach and education. To learn more about us, please visit our website <https://texasseagrant.org/>.

What We Want

Join Our Team as a Communications Director! We are seeking a dynamic Communications Director to lead our efforts in enhancing the understanding and stewardship of Texas' coastal and marine resources. In this pivotal role, you will be responsible for the strategic planning, implementation, and evaluation of a comprehensive communications program. You will oversee the creation, editing, and production of engaging print and multimedia materials for Texas Sea Grant, ensuring effective distribution across print, broadcast, and social media platforms. This position offers the flexibility to be based in either Corpus Christi or College Station.

The ideal candidate will possess a Master's degree in Communications, Journalism, Writing, Public Relations, or a related field, or a scientific discipline with proven skills in scientific and technical writing, and at least ten years of experience in communications within a university, government agency, scientific, or non-profit organization. Expertise in translating complex scientific concepts for a general audience across various platforms is essential, along with strong media relations experience and a track record of successful program management or leadership in a related field. Familiarity with NOAA, the National Sea Grant College Program, or relevant prior employment is a plus.

We value team players who foster collaboration and cooperation while leading initiatives and working within a team. If you are passionate about communicating science and making a difference, we invite you to apply for this exciting opportunity to join our dedicated team!

What You Need To Know

Compensation will be commensurate to the selected hire's experience.

A cover letter and resume are strongly recommended.

Required Education and Experience

- Bachelor's degree in Communications, Journalism, Public Relations or related scientific field, or equivalent combination of education and experience.
- Ten years of related journalism, communication, technical writing or public relations experience including three years of supervisory experience.

Required Knowledge, Skills, and Abilities

- Advanced knowledge in word processing, writing, editing, proofing and finalizing.

- Excellent verbal and written communication skills.
- Excellent writing and editing skills.
- Must be a detailed-oriented, initiative-taking wordsmith, fact checking, and accuracy are paramount.
- Must be able to consistently, accurately and engagingly convey the work of the program.
- Working knowledge of spreadsheet applications.
- Demonstrated ability to work effectively in a team environment.
- Demonstrated strong interpersonal skills to manage business relationships.
- Demonstrated social media knowledge.
- Demonstrated planning, decision making, problem-solving capabilities and organizational skills.
- Ability to prioritize work and complete multiple projects with minimal supervision.
- Ability to multi-task and work cooperatively with others.

Preferred Qualifications

- Master's degree in Communications, Journalism, Writing, Public Relations, or related field, or in a scientific field of study with demonstrated skills in scientific and/or technical writing.
- Ten years of experience in communications in a university, government agency, scientific, or non-profit organization.
- Experience communicating science to a general audience for a variety of end users and platforms.
- Experience working with media.
- Experience as a program manager or leader in a related field.
- Experience and demonstrated success in communicating science to a general audience.
- Prior exposure to NOAA, the National Sea Grant College Program, or prior employment.

Responsibilities

- Strategic Communication and Brand Implementation - Develops, implements and administers a marketing and communications plan that supports Texas Sea Grant's strategic goals. Creates processes, policies and procedures that guide marketing and communication efforts. Utilizes and intentionally coordinates all mediums (print, electronic, video, web, etc.) to reach key stakeholders and share strategic messaging. Engages and coordinates with other units across campus, partners, other Sea Grant

state programs and networks and with the National Sea Grant Office in support of Texas Sea Grant's mission.

- **Media Management** - Provides overall leadership for the planning, implementation and evaluation of a communications program that enhances the understanding and stewardship of Texas' coastal and marine resources. Manages media relations and the Sea Grant program's events and activity information coordination. Reviews results of Texas Sea Grant-funded research and Extension-led programs to determine suitability and newsworthiness of content for selected audiences. Writes, produces, and/or coordinates the production of annual reports, eNewsletters, Texas Shores Magazine, social media videos and news releases, that interpret and maximize dissemination of research results and Extension Program impacts and accomplishments to appropriate audiences. Oversees the conceptualization, editing and production of Texas Sea Grant print and multimedia materials and subsequent distribution in print, broadcast and social media for a variety of audiences, including legislators, resource agency staff, community organizations, university administrators, government officials, reporters, and formal and informal educators.
- **Supervise Staff** - Supervises communications program staff. Oversees development of communications staff. Allocates tasks to enhance workflow. Monitors program budgets. Prepares annual performance reviews. Recommends and plans for adjustments and additions to staff as the office evolves to serve the needs of its clients and constituents.
- **Public Relations, Outreach and Leadership** - Meets with Texas Sea Grant Leadership Team, Texas Sea Grant Extension Program staff and marketing/communications staff of key Texas Sea Grant partners, to inform and advise on communications activities and opportunities and to ensure coordination of program efforts and recommend course of action. Develops and maintains positive relations internally and externally to maintain and enhance credibility, visibility, and goodwill for Texas Sea Grant. Serves as liaison with the communications programs of the National Sea Grant network to ensure coordination of effort and exchange of information. Maintains communication with partner organizations and agencies. Represents the Texas Sea Grant Communications Program at conferences, meetings, and in the media.
- **Technology** - Researches, evaluates, and implements innovative uses of new technologies and social media to optimize delivery of coastal and marine-related content. Manages the site traffic analyses for the Texas Sea Grant Website. Implements content changes.

- Communications Counsel - Provides ongoing communications counsel to Texas Sea Grant-funded researchers and Texas Sea Grant Extension Program staff to develop or extend the results of sponsored research and Extension Program impacts and accomplishments into products and programs for targeted constituencies.
- Reporting and Strategic Planning - Researches, writes, and implements the Texas Sea Grant Communications Program strategy for the omnibus proposal. Prepares annual plans of work. Reviews and manages federally mandated reporting. Collects and synthesizes annual results from the Communications Program to report impacts, accomplishments, performance measures and metrics, required to be reported to the National Sea Grant Office on an annual basis.

Why Texas A&M University?

We are a prestigious university with strong traditions, Core Values, and a community of caring and collaboration. Amenities associated with a major university, such as sporting and cultural events, state-of-the-art recreation facilities, the Bush Library and Museum, and much more await you. Experience all that a big city has to offer but with a reasonable cost-of-living and no long commutes.

- [Health, dental, vision, life and long-term disability insurance](#) with Texas A&M contributing to employee health and basic life premiums
- [12-15 days](#) of annual paid holidays
- Up to [eight hours of paid sick leave](#) and at least [eight hours of paid vacation each month](#)
- Automatically enrollment in the Teacher Retirement System of Texas
- Health and Wellness: [Free exercise programs and release time](#)
- Professional Development: All employees have access to free [LinkedIn Learning](#) training, webinars, and limited financial support to attend conferences, workshops, and more
- [Employee Tuition Assistance](#) and [Educational Release time](#) for completing a degree while a Texas A&M employee

Instructions to Applicants: *Applications received by Texas A&M University must either have all job application data entered or a resume attached. Failure to provide all job application data or a complete resume could result in an invalid submission and a rejected application. We encourage all applicants to upload a resume or use a LinkedIn profile to pre-populate the online application.*

All positions are security-sensitive. Applicants are subject to a criminal history investigation, and employment is contingent upon the institution's verification of

credentials and/or other information required by the institution's procedures, including the completion of the criminal history check.

Equal Opportunity/Affirmative Action/Veterans/Disability Employer.

About Us



Howdy and thank you for your interest in a career with Texas A&M University. As the flagship campus of The Texas A&M University System, we are located in College Station, Texas with a student population of more than 74,000 and nearly 14,000 faculty and staff.

The Spirit of Aggieland is unmistakable. We are a unique American institution, fostering a culture of friendliness, compassion and respect for one another. Our unique history and rich traditions make Texas A&M special.

From our benefits package and professional development opportunities to our retirement programs, Texas A&M is a great place to work. Your path to a great career starts here!

Equal Opportunity/Affirmative Action/Veterans/Disability Employer.

If you need assistance in applying for this job, please contact (979) 845-5154.