

## Chief Communications Officer: Anne Gomez

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**Supervisory Responsibility:** Assistant Director (Brand Manager and Lead Graphic Designer), Assistant Director for Sports Information, Communications Manager, Web Design and Marketing Specialist, University Events Manager, and Senior Writer/Media Relation Manager.

**Job Summary:** Coordinates and administers a comprehensive marketing and communications program that is consistent with the OLLU brand and conveys a compelling image integral to student recruitment and retention, fund-raising, constituent relations, and general marketing of the university. Supervises staff including planning, work assignments, hourly payroll, and information dissemination. Coordinates creative workflow for various products. Reports to the President. Represents the Office of Marketing and Communications on the various campus committees. Serves strategic role in planning the marketing and communications functions of the university.

### Essential Functions:

1. Supervises all Marketing and Communications staff.
2. Oversees effective media, public relations and social media for the university by publicizing events, activities, and achievements through print and electronic media.
3. Oversees effective creative solutions for the university.
4. Oversees effective Web applications for the university.
5. Oversees effective media buying operations for the university.
6. Oversees effective office management, budgeting, and special event coordination.
7. Oversees University Events including space scheduling and rental.
8. Oversees coordination of Sacred Heart Chapel use including weddings and associated record keeping.
9. Oversees Sports Information activities.
10. Develops, writes, and edits feature stories, and news and information articles for University magazines and newsletters; and plans and implements University public relations strategies.
11. Serves as managing editor for University publications and Web site content.
12. Coordinates and writes internal communications that include electronic newsletters, portal communications and digital signage.
13. Promotes and attends official university events and news conferences.
14. Oversees the traffic of production work.
15. Oversees university crisis communications.
16. Serves as a member of the President's Council and staffs the Board of Trustees Orientation Committee.

### Additional Responsibilities:

1. Establishes and maintains effective working relationships with appropriate local and state constituencies regarding university communications.
2. Assists with special event production, news conferences and media photo opportunities.
3. Advises department and school/college administrators on communication strategies.
4. Performs other duties as assigned by the President.