Job Announcement

Title: Director of Communications

Reports To: Chief of Staff

AUAF is seeking a qualified candidate for the position of “Director of Communications” to begin in November 2016.

The Director of Communications will manage and direct all aspects of communications, public relations, and social media at American University of Afghanistan. S/he will work closely with senior leadership to develop and implement communication strategies to broaden the impact of the University’s programs and oversee organizational messaging and constituent services.

The American University of Afghanistan (AUAF) is Afghanistan’s only private, non-profit university. Founded in 2006, AUAF currently offers four undergraduate degrees, an MBA, and professional development and training through its Centers of Excellence (International Center for Afghan Women’s Economic Development, Business Innovation Hub, and Professional Development Institute).

Description of Duties

The Director is responsible for the overall success of the communications strategy and public relations for the university. The Director has oversight of the department of communications, including the human resources and budgeting, in coordination with relevant AUAF administrative departments.

- Directs and coordinates the university’s marketing, web presence, media presentations, and print media with other related university functions
- Works closely with senior leadership to develop and refine core messages and communications strategies to ensure that they are presented effectively and consistently to broaden programmatic reach and deepen impact
- Identifies significant media and public policy issues to leverage to support AUAF’s work, and create and implement plans to exploit them (internal, external and crisis plan)
Coordinates the development of a communications plan for the University as a whole and for specific functions, working closely with members of management and various constituencies of the institution

Develops relations with media, government and public, in close coordination with members of the senior administration

Compiles relevant data and information for use in media relations as well as in support of admissions and accreditation efforts

Receives guests and visitors to the campus and manages events as assigned, in coordination with the development department

Maintains and applies the style and brand guide for all print and web publications, ensuring consistent application of approved styles

Oversees the content development, accuracy, and editing of all regular and occasional print materials, the website, and social media; writes items for print and web delivery

Oversees organizational response to inquiries about AUAF; acts as primary contact for inquiry responses

Develops, revises and creates policy and procedures for crisis communications, social media, public relations, and all other aspects of communications

In addition to the above, the Director position is also responsible for managing and overseeing the human resources, budget execution and normal director-level activities to facilitate the department of communications’ activities.

**Required Position Qualifications**

- Master’s in Communication, Public/Media Relations, or similar subject
- At least three years of progressively higher responsibility communications experience that includes a blend of advocacy and media relations, strategic communications, and product positioning
- Minimum five years experience in the area of communications and public relations
- Demonstrated track record of positioning an organization to achieve tangible outcomes in a competitive communications environment
- Demonstrated experience in managing and motivating staff
- Demonstrated ability to coach and support senior leadership for media relations
- Fluency in written and spoken Dari and English; Pashto in addition strongly preferred
Required Basic Qualifications

- Excellent interpersonal skills
- Superior written and oral communication skills
- Advanced computer skills
- Ability to work under pressure and within limited timeframes
- Excellent analytical, project management, and organizational skills
- Demonstrated experience in administration, budget management, and human resources

Preferred Qualifications

- Demonstrated experience in public relations for higher education

Submission Procedure

To apply send a cover letter, résumé, and list of 3 professional references as one PDF document attachment to nationaljobs@auaf.edu.af. Include “Director of Communications” in the email subject line. Review of applications will begin immediately and will continue until the position is filled. Only shortlisted candidates will be contacted.