

Vacancy Announcement

Position Title: Director of Communications
Reports To: President
Location: Kabul, Afghanistan
Vacancy Number: AF-026-2019

AUAF Background

The American University of Afghanistan (AUAF) is a private, non-profit university offering an American-style liberal arts education. We opened our doors in 2005 and currently offer four undergraduate academic majors and an MBA program. We follow a strict non-discriminatory policy and applicants from all ethnic, religious, and economic backgrounds are encouraged to apply. We are a young and growing dynamic university with a student population of nearly 1,100 and we hope to reach 1,250 students by the fall 2019 academic semester. We have expanded operations to the 75-acre international campus across the street from our original campus. Construction is ongoing for additional classroom and lab buildings to help meet the growing needs of our student population.

The AUAF's Communications department is seeking a qualified candidate for a full time position as Director of Communications based in Kabul.

Job Summary

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.

Duties and Responsibilities:

- 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 and 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 other relevant majors with five (5) years of communications experience, or bachelor's degree with seven (7) years of progressively higher responsibility of communications that includes a blend of advocacy and media relations, strategic communications, and product positioning
- 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

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
- Fluency in written and spoken Pashto

Submission Procedure

Applicants must submit their resume and cover letter in one document to nationaljobs@auaf.edu.af Applications are accepted in English only. Please include "Director of Communications" in the subject line of your email.

Application Deadline:

All applications must be submitted on or before July 10, 2019. After reviews of the applications, formal interviews for the finalists will be set up on the AUAF campus.