Senior Manager of Communication

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Position Deleted on 2/23/2026. This position is no longer an active posting on HigherEdJobs.

Type: Full-Time
Posted: 34 days ago
Category: Publications and Editing
Job Summary:
The Senior Manager of Communication leads editorial planning, develops university content and communications, and oversees the production and publishing of "Inside TCU," "TCU Today" and related communication channels. The role will collaborate on TCU News to ensure content is timely, accurate, engaging and optimized for search and reach. The position will contribute to production of executive communications in support of university leadership. The senior manager will implement SEO and zero-click search strategies to strengthen digital discoverability and visibility and work collaboratively with the Marketing and Communication teams on editorial planning across a shared team structure.

Duties & Essential Job Functions:
1. Manages shared content planning, deadlines, and production schedules for university content, including the "Inside TCU" and "TCU Today" newsletter products. Coordinates with communicators across campus to ensure timely submission, fact-checking, and approvals.
2. Oversees the full lifecycle of multiple digital publishing distribution channels, from assigning original institutional stories and content intake to editing through posting, layout and distribution.
3. Writes, edits and produces engaging, strategic, and original university-level content such as feature stories and multimedia stories that reflect the university's brand voice and institutional priorities focusing on areas without designated central communication representation or departmental coverage, ensuring institutional initiatives and community impact are well represented.
4. Assists in development and production of select university-level executive communications to support university leadership, including executive messages and managing the content and scripting of the Chancellor's podcast/vodcast. Collaborates with Marketing and Communication teams on podcast/vodcast production.
5. Develops and maintains standards for tone, accuracy, accessibility, and AP and TCU Style across university platforms.
6. Collaborates with marketing, social media, and university communicators to ensure integration and consistency of storytelling.
7. Contributes to posting and maintenance of content on the university news website (TCU News), optimizing for accessibility, search optimization and performance.
8. Tracks analytics of content performance across platforms; provides regular reporting and

actionable insights.
9. Collaborates with university media relations to identify and elevate high-impact stories for broader visibility, ensuring alignment between internal content and external media placements.
10. Coordinates photography, multimedia and layout needs for newsletters and other communication channels.
11. Serves as a member of a cross-functional editorial group and cross-trains to post workflows to support team continuity as needed.
12. Supervises communications student workers and manages workflow for freelance or project contributors as assigned.
13. Performs other related duties as assigned.

Required Education & Experience:

- Bachelor's degree in communications, journalism, public relations or related field.
- 5 or more years of experience in writing, editing, content strategy, or newsroom management.

Preferred Education & Experience:

- Experience managing newsletters, editorial workflows, newsroom operations and executive communications.
- Experience implementing SEO strategies, keyword optimization and zero-click search practices

Required Licensure/Certification/Specialized Training:

- Valid Texas driver's license.
- Must be insurable under the university motor vehicle requirements.

Preferred Licensure, Certification, and/or Specialized Training:

- Familiarity with AP Style, content management systems and digital analytics.
- Familiarity with the responsible and ethical use of AI in marketing and communications.

Knowledge, Skills & Abilities:

- Knowledge of the principles, practices and methodologies of sound strategic communications.
- Knowledge of AP Style and web writing best practices.
- Knowledge of publications management - both traditional and emerging.
- Knowledge of executive communication practices.
- Excellent oral and written communication skills, including expertise in writing, editing, and proofreading an assortment of communications media.
- Skill in the use of Microsoft Office to include Word, Excel and Outlook.
- Skill in excellent decision-making skills with ability to think conceptually and analytically, and to remain focused on goals and objectives.
- Ability to establish and maintain effective and harmonious work relationships with students, faculty, staff, University officials and the general public.

- Ability to think critically and secure information needed to develop communications materials that best represent the University.
- Ability to work on multiple projects simultaneously, meet tight deadlines, and stay organized.
- Ability to work effectively with cross-functional teams with a collaborative mindset
- Proficiency in digital publishing and SEO and zero-click search best practices.

TCU Core Competencies:
University Core Competencies definitions may be found on the Human Resources website and in the staff performance management system.

Physical Requirements (With or Without Accommodations):
- Visual acuity to read information from computer screens, forms and other printed materials and information.
- Able to speak (enunciate) clearly in conversation and general communication.
- Hearing ability for verbal communication/conversation/responses via telephone, telephone systems, and face-to-face interactions.
- Manual dexterity for typing, writing, standing and reaching, flexibility, body movement for bending, crouching, walking, kneeling and prolonged sitting.
- Lifting and moving objects and equipment up to 10 lbs.

Work Environment:
- Work is indoors and sedentary and is subject to schedule changes and/or variable work hours.
- There are no harmful environmental conditions present for this job.
- The noise level in this work environment is usually moderate.
- This role is an on campus, in-person position.

Employment Values Statement:
Texas Christian University values Integrity, Engagement, Community, and Excellence in the workplace. TCU treats applicants and employees with fairness and respect. TCU hires and promotes individuals based on their qualifications and their commitment to making a positive impact on our student-centered community. TCU is an equal opportunity employer and follows all applicable employment laws. TCU fairly considers all qualified individuals, ensuring we are a workplace free from unlawful discrimination and harassment.

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