Dean – School of Communication

Job Title: Dean – School of Communication
FLSA: Exempt
Pay Grade: 99
Revised Date: October 2026

JOB SUMMARY:

Reporting to the Provost/Senior Vice President for Academic Affairs, the Dean of the School of Communications serves as the chief academic and administrative leader responsible for the school's strategic direction, academic excellence, faculty development, student success, research, financial management, and external engagement.

The Dean provides visionary leadership to advance the mission of Texas Southern University by preparing students for successful careers and leadership in journalism, broadcasting, film, public relations, strategic communication, digital media, entertainment, and emerging communication industries.

The Dean will ensure that the school remains responsive to the evolving 21st-century communication landscape, including artificial intelligence, digital storytelling, data analytics, multimedia production, social media, and other emerging technologies. The successful candidate will promote academic innovation, ethical professional practice, interdisciplinary collaboration, research excellence, and meaningful partnerships with industry, alumni, and the community.

The Dean is expected to foster an inclusive, collaborative, and intellectually vibrant environment that supports faculty achievement, student development, and the continued advancement of Texas Southern University's mission as a historically Black university.

DISTINGUISHING CHARACTERISTICS:

- Detailed-oriented
- Strong strategic planning skills
- Recruitment skills
- Problem-solving and sound decision-making
- Excellent communication skills, writing, and oration.
- Published Scholar
- Research & Scholarship
- Fundraising & Philanthropy
- Academic Leadership & Collaboration

Essential Duties and Responsibilities

1. Academic Leadership and Strategic Planning

- Develop and implement a comprehensive strategic plan aligned with the University's mission and academic priorities.
- Provide leadership for undergraduate and graduate academic programs within the School.
- Evaluate existing programs and recommend new degrees, concentrations, certificates, and interdisciplinary initiatives.

- Promote curriculum innovation that integrates communication theory, professional practice, research, ethics, and emerging technologies.
- Establish measurable goals for academic quality, enrollment, student achievement, and program effectiveness.
- Ensure compliance with university policies, institutional accreditation requirements, and applicable academic standards.

2. Faculty and Staff Leadership

- Recruit, develop, mentor, and retain highly qualified faculty and professional staff.
- Promote excellence in teaching, research, scholarship, creative production, and professional service.
- Support faculty development, research productivity, interdisciplinary collaboration, and industry engagement.
- Oversee faculty evaluation and make recommendations concerning appointment, promotion, tenure, and professional advancement in accordance with university policies.
- Foster a collegial environment that values shared governance, academic freedom, accountability, and professional integrity.
- Provide leadership in resolving personnel concerns and strengthening organizational effectiveness.

3. Student Success and Academic Achievement

- Develop initiatives to improve student recruitment, retention, graduation, and career placement.
- Strengthen academic advising, mentoring, experiential learning, and career development.
- Expand internships, cooperative education, research opportunities, and professional networking.
- Promote student participation in journalism, broadcasting, film production, public relations, digital media, and other applied communication activities.
- Use assessment data and student feedback to improve the educational experience.
- Ensure that students have appropriate access to academic resources, technology, professional equipment, and career opportunities.

4. Curriculum Innovation and Technology Integration

- Lead the integration of artificial intelligence, digital communication, data journalism, multimedia production, and emerging technologies into appropriate academic programs.
- Encourage innovative teaching methods and technology-enhanced instruction.
- Promote responsible AI use, media literacy, information verification, privacy, copyright compliance, and communication ethics.
- Support the modernization of media laboratories, studios, production facilities, and digital learning environments.
- Establish partnerships with technology companies, media organizations, and professional associations to strengthen student preparation for evolving careers.

5. Research, Scholarship, and Creative Activity

- Encourage faculty and student research, scholarly publications, creative productions, and professional presentations.

- Develop strategies to increase external grants, sponsored research, and interdisciplinary scholarship.
- Support graduate education and opportunities for advanced research.
- Promote research addressing contemporary issues in journalism, media, culture, communication technology, public relations, and society.
- Establish appropriate research centers, laboratories, and collaborative initiatives where feasible.
- Ensure adherence to research integrity, ethical standards, and applicable university policies.

6. Budget and Resource Management

- Develop and administer the School's annual operating budget.
- Allocate resources in alignment with strategic priorities and academic needs.
- Monitor expenditures, staffing requirements, equipment needs, and program costs.
- Identify opportunities for grants, philanthropy, corporate partnerships, and other approved revenue sources.
- Oversee the effective use and modernization of instructional facilities, production equipment, and technology infrastructure.
- Maintain fiscal accountability, transparency, and compliance with university procedures.

7. Industry Partnerships and Professional Development

- Establish and maintain partnerships with media companies, news organizations, public relations firms, entertainment enterprises, technology companies, nonprofit organizations, and government agencies.
- Develop an active advisory network of industry professionals and alumni.
- Expand paid internships, mentorships, fellowships, employer-sponsored projects, and professional networking opportunities.
- Promote career readiness, entrepreneurship, professional certifications, and lifelong learning.
- Engage employers in curriculum review and assessment of graduate preparedness.
- Strengthen connections between academic programs and current workforce requirements.

8. Accreditation, Assessment, and Institutional Effectiveness

- Lead assessment of student learning outcomes and academic program effectiveness.
- Coordinate program reviews, accreditation activities, and institutional reporting.
- Establish measurable performance indicators and monitor progress toward strategic goals.
- Use data on enrollment, retention, graduation, research, and employment outcomes to inform decision-making.
- Ensure timely completion of required reports and implementation of improvement plans.
- Promote a culture of continuous improvement and evidence-based leadership.

9. Community Engagement and the University's HBCU Mission

- Advance the University's mission through culturally informed communication education, scholarship, and public service.
- Promote research and creative activities that address community needs and contemporary social issues.

- Develop partnerships with Houston-area schools, community organizations, cultural institutions, and public agencies.
- Support student and faculty participation in community-based projects and public communication initiatives.
- Foster an environment that encourages intellectual inquiry, respectful dialogue, diverse perspectives, and equitable educational opportunity.
- Strengthen the School's role as a resource for civic engagement, cultural expression, and professional leadership.

10. Advancement, Alumni Relations, and External Relations

- Represent the School to university leadership, alumni, donors, employers, professional associations, and community stakeholders.
- Collaborate with university advancement offices to pursue philanthropic support and sponsored initiatives.
- Develop strategies to increase alumni participation, scholarships, endowed support, and industry engagement.
- Promote the School's accomplishments, academic programs, faculty expertise, and student achievements.
- Support conferences, public lectures, recruitment activities, and professional events that strengthen the School's reputation.
- Build relationships that enhance student opportunities and the University's regional, national, and international visibility.

Required Qualifications

- A doctoral degree in a relevant field.
- Significant experience in higher education, including progressively responsible academic leadership.
- Demonstrated knowledge of curriculum development, faculty affairs, academic assessment, and student success.
- Experience in budget administration, strategic planning, personnel management, and resource allocation.
- A record of scholarly achievement, creative production, professional accomplishment, or a combination appropriate to the discipline.
- Excellent written, oral, interpersonal, organizational, and leadership skills.

Preferred Qualifications

- Demonstrated success in fundraising, grant development, corporate partnerships, or sponsored research.
- Experience with online education, digital transformation, AI integration, and emerging media technologies.
- Established relationships with media organizations, communication industries, alumni, and professional associations.
- Experience managing specialized laboratories, media studios, production facilities, or student media operations.
- Evidence of successful faculty recruitment, mentoring, and professional development.

Leadership Competencies

The successful candidate will demonstrate:

- Strategic and visionary leadership.
- Commitment to academic excellence and student-centered decision-making.
- Collaborative management and shared governance.
- Fiscal responsibility and effective resource management.
- Technological fluency and commitment to innovation.
- Strong communication, negotiation, and relationship-building skills.
- Ethical judgment, transparency, and accountability.
- Commitment to cultural understanding, academic freedom, and inclusive educational opportunity.
- Ability to lead organizational change and build consensus among diverse constituencies.

Licenses, Registrations, Certifications, or Special Requirements:
None required.

Knowledge, Skills, and Abilities:
Knowledge of:

- Federal, State, Local, and County laws.
- Policies, procedures, and practices.
- Accreditation/re-accreditation efforts, and necessary external review processes.
- Banner and other job-related software systems.
- Supervisory techniques.
- Microsoft Office Professional or similar applications.

Skill in:

- Problem-solving and decision-making.
- Strong leadership, communication, and interpersonal skills.
- Demonstrated commitment to academic excellence.
- Proven ability to manage budgets, lead teams, and make data-driven decisions.
- Experience in curriculum development and faculty governance.
- Ability to work collaboratively with various university stakeholders.
- Multitasking and time management.
- Both verbal and written communication.

Ability to:

- Prepare detailed reports.
- Work independently.
- Communicate effectively.

WORK ENVIRONMENT AND PHYSICAL DEMAND:
Limited standing and/or walking.
Handling light-weight objects.
Using or carrying equipment.
Stoop, bend or lift.
Occasional evening or weekend work for events, meetings, or special programs.

This job description is intended to be generic and to describe the essential functions of the job. It is not necessarily an exhaustive list of all duties and responsibilities. The essential duties, functions and responsibilities may vary based on the specific tasks assigned to the position.