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|  | **JOB DESCRIPTION** |
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**JOB TITLE:** Director, Public Relations

**DEPARTMENT:** Public Relations **FLSA:** Exempt

**LOCATION:** Union Campus **LEVEL:** 205

**REPORTS TO:** Vice President, External Relations **DATE:** 06/14/2016

**POSITION SUMMARY:** Responsible for planning, developing, implementing and evaluating information and communication strategies. These responsibilities include public information, advertising, publications, and student recruitment.

**EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS:** *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)* Completion of bachelor's degree; three years related experience

**ESSENTIAL TASKS:** (*Employee must be able to perform the following essential functions to the satisfaction of the employee’s supervisor.)*

* Plan, organize and administer both long-term and short-term plans for publications, print and electronic advertising and displays.
* Promote ECC programs and initiatives through strategic media outreach.
* Participate in the formulation and administration of the college policies and procedures affecting public relations.
* Develop and implement advertising plans for the College, specific departments, programs or events.
* Oversee the development and production of College publications including the catalog, schedules, view books, newsletters and reports.
* Research, write and distribute news releases, photos and other information to local, regional and national media.
* Take photos as needed for college events, programs, departments, students and employees.
* Serve as the College spokesperson in response to media inquiries, interview programs and other settings.
* Nurture effective working relationships with members of the media.
* Track and monitor media coverage related to the College, its students and employees.
* Supervise, train and develop personnel assigned.
* Develop and administer the department budget.
* Prepare information for posting on college website and social media sites such as Facebook, Twitter, Instagram.
* Review brochures, posters, programs and other printed matter before printing and distribution on and off campus.
* Adjustment of hours involving evening and/or weekend work will be required.
* Communicate effectively in a professional, tactful and courteous manner with students, employees, faculty, and the general public
* Ensure that all activities are conducted within the established College policies, FERPA guidelines and other applicable laws pertaining to employment and education
* Perform assigned responsibilities, other related duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner and with minimal supervision

**KNOWLEDGE, SKILLS AND ABILITIES:** Knowledge of college and department policies, procedures, and practices with the ability to answer work related questions; knowledge of the Family Educational Rights and Privacy Act (FERPA), and other applicable laws pertaining to employment and education; ability to plan, organize and implement assigned responsibilities and to work well under pressure to meet deadlines; excellent organizational, analytical and planning skills; ability to participate as a team member, ability to understand and interpret rules and regulations, and ability to adjust to change; skill in budget development and management; ability to prepare and analyze financial reports; ability to handle confidential material judiciously; knowledge of general accounting procedures; ability to work accurately and efficiently in a fast paced environment with frequent interruptions; ability to use independent judgment and discretion; ability to manage multiple projects; ability to perform all essential functions using safe work methods and following safety regulations relating to job. Knowledge of marketing, advertising, printing, media relations, governmental relations, communications strategies, photography and journalistic styles.

**LEADERSHIP and COMMUNICATION SKILLS:** Ability to respond meaningfully to the needs of individuals with respect and sensitivity; ability to exchange ideas, information, and opinions with others; ability to give instructions or assignments to others; arrive at decisions, develop conclusions, or develop solutions; ability to communicate effectively with a diverse workforce, student population and individuals with disabilities; ability to prioritize and delegate projects; ability to meet timelines and follow-through; ability to present materials effectively to individual students or groups; ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion; demonstrate ethical conduct and professionalism; ability to effectively train, evaluate and develop staff members; ability to handle personnel issues in a highly confidential manner; ability to direct, manage, or lead others; establish and maintain effective working relationships with faculty, staff, other departments, students, and the public; responsible for short-term and long-term planning.

**DECISION-MAKING and ANALYTICAL SKILLS:** Ability to make administrative and procedural decisions; ability to interpret policy and establish methods and procedures; ability to analyze situations accurately and effectively problem solve; ability to mediate conflict and resolve effectively; ability to determine work procedures, assign duties, promote efficiency; collaborate with relevant leadership regarding strategic planning, marketing, and process improvements. ability to make critical decisions; requires frequent decision making affecting co-workers or the general public; may be responsible for providing information to those who depend on a service or product; perform advanced professional work methods to formulate important recommendations or make technical decisions that have an organization-wide impact.

**EQUIPMENT AND SOFTWARE:** Utilizecurrent College and/or department information technology including but not limited to, Microsoft Office, Outlook, Datatel, ImageNow, etc.; office machines such as telephones, fax machines, or copiers.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT:** (*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.)*

**Environment:** Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor. The employee will be required to work or meet in the evenings and/or on weekends. The employee may be required to in state as well as locally to participate in meetings, conferences, and other activities related to the operations of the colleges.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to lift, carry, push, and/or pull up to 30 lbs; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information. See in the normal visual range with or without correction.

**POSITIONS SUPERVISED:** Multimedia Specialist

**SIGNATURES:** I have read and reviewed the above job description with my immediate supervisor.

Employee Signature/Date Supervisor Signature/Date

**DISCLAIMER:** *This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.*

**NOTICE OF NON-DISCRIMINATION:**  *Applicants for admission and employment, students, employees, and sources of referral of applicants for admission and employment and individuals with whom the Board of Trustees and college officials do business are hereby notified that East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director, 005-D Donald Shook Student Center, telephone number 636-584-6710 or* [***hrnotice@eastcentral.edu***](mailto:hrnotice@eastcentral.edu)*.*