

JOB TITLE: Director, Communications and Marketing

DEPARTMENT: Communications and Marketing

LOCATION: Union Campus

REPORTS TO: Vice President, External Relations

FLSA: Exempt

LEVEL: 205

DATE: 09/10/2019, 6/14/16

POSITION SUMMARY: Responsible for planning, developing, implementing and evaluating communication and marketing strategies. These responsibilities include public information, social media, advertising and publications.

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 in journalism, communications, marketing or public relations; three years related experience preferred.

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

- Plan, organize and administer strategic print, outdoor media, social media and digital advertising campaigns for, including but not limited to, student recruitment, brand management, community outreach, special events and academic program awareness.
- Oversee the development and production of College publications including the annual report, student recruitment materials, department and program brochures and campus signage.
- Oversee, administer and update East Central College style guide as needed.
- Directly oversee, schedule, create and populate content for ECC social media platforms.
- Promote ECC programs and initiatives through strategic media outreach.
- Research, write and distribute news releases, photos and other information to local, regional and national media.
- Take photos and produce videos for college events, programs, departments, students and employees.
- Edit photos and videos using Adobe Suite for marketing purposes
- Serve as the College spokesperson in response to media inquiries, interview programs and other settings.
- Supervise, train and develop personnel assigned.
- Develop and administer the department budget.
- Act as public relations liaison between college and community organizations and clubs.
- Operate and manage emergency notification system on campus (ECC Alert).
- Create and manage constant flow of student-centric content for college website, social media and publications.
- Collect and analyze website and social media data.
- Participate in the formulation and administration of the college policies and procedures affecting public relations.
- Adjustment of hours involving evening and/or weekend work will be required.
- May be required to travel in state as well as locally to participate in meetings, conferences, and other activities.
- Conduct college business in a professional and ethical manner that includes the College's core values of integrity, diversity, empowerment, service, learning and collaboration.
- Perform assigned responsibilities, other related duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner and with minimal supervision.
- 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.

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 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 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, graphic design, social media, data analytics, brand management, communications strategies, photography, videography and journalistic (AP) styles; comprehension and enforcement of copyright laws.

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 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; ability to prioritize and delegate projects; ability to meet timelines and follow-through and ability to use independent judgment and discretion.

EQUIPMENT AND SOFTWARE: Utilize current College and/or department information technology including but not limited to, Microsoft Office, Outlook, Omnilt, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Wordpress, etc.; office machines such as telephones, scanners and 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.

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.

POSITIONS SUPERVISED: Multimedia Specialist and Part-Time Graphic Designer

SIGNATURES: *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.*

I have read and reviewed the job description and I agree to perform the duties according to my supervisor's expectations and the College's policies and procedures. I acknowledge the College's right to revise the job description.

Employee Signature/Date

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 hnotice@eastcentral.edu.