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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 of External Relations **DATE:** 06/05/2016

**POSITION SUMMARY:** Responsible for planning, developing, implementing and evaluating information for communication strategies. These responsibilities include public information, 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; three years related experience

**ESSENTIAL TASKS:**

* Plan, organize and administer both long-term and short-term plans for publications, print and electronic advertising.
* Promote ECC programs and initiatives through strategic media outreach.
* Ability to communicate effectively in a professional, tactful and courteous manner with students, employees, faculty, and the general public.
* Knowledge of department and college policies, procedures, and practices with the ability to answer work related questions; and/or interpret and apply these guidelines correctly in various situations.
* Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments.
* 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 annual report.
* Research, write and distribute news releases, photos and other information to local, regional and national media.
* Take photos of 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 all personnel assigned, recommending selection, retention, promotion and discharge as appropriate.
* Develop and administer the department budget.
* Prepare information for posting on college website.
* Oversee the emergency notification system to alert college employees, students, media and the public regarding severe weather, major facility emergencies or safety threats.
* Working knowledge and experience with social media sites such as Facebook, Twitter, Instagram, etc.
* Review brochures, posters, programs and other printed matter before printing and distribution on and off campus.
* Perform assigned responsibilities, duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner and with minimal supervision.

**KNOWLEDGE, SKILLS, and ABILITIES:**

* **College:** Knowledge of marketing, advertising, printing, media relations, governmental relations, communications strategies, photography and journalistic styles; knowledge of college policies, procedures, and practices with the ability to answer work related questions; and/or interpret and apply these guidelines correctly in various situations; ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments; ability to plan, organize and implement assigned responsibilities and to work well under pressure to meet deadlines; excellent organizational, analytical and planning skills.
* **Department:** Knowledge of department policies, procedures, and practices with the ability to answer work related questions; and/or interpret and apply these guidelines correctly in various situations; ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion; ability to participate as a team member; ability to understand and interpret rules and regulations, and ability to adjust to change with a positive attitude; budget preparation and budget management skills; employee development and performance management skills; ability to handle confidential material judiciously; ability to prepare and analyze financial statements and reports; availability to work or meet in the evenings and/or on weekends; ability to travel out-of-state as well as locally to participate in meetings, conferences, and other activities related to the operations of the college; ability to communicate with and develop and maintain strong working relationships with faculty, staff, administration, students, media representatives, elected officials and residents of the college service area.

**LEADERSHIP and COMMUNICATION SKILLS:** Direct, manage, or lead others; may determine work procedures, assign duties, maintain harmonious relations, or promote efficiency; may develop and administer operational programs; and/or may write or present extremely complex papers and reports; communicate with operational and functional leaders; read and interpret professional materials involving advanced bodies of knowledge; ability to communicate effectively verbally and written to work with a diverse workforce and student population to prioritize and delegate projects, exchange ideas, information and opinions effectively with others to formulate policies and programs and/or arrive at decisions, conclusions or solutions; strong interpersonal and communication skills; ability to foster a cooperative work environment; ability to establish and maintain effective working relationships with faculty, staff, other departments, students, and the public; ability to make administrative/procedural decisions and judgments.

**DECISION-MAKING and ANALYTICAL SKILLS:**  Ability to apply common sense understanding to carry out instructions furnished in written, oral, and diagram form; 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, etc.; office machines such as telephones, fax machines, or copiers and a DSLR camera.

**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 may be required to work or meet in the evenings and/or on weekends. The employee may be required to travel out-of-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.
* **Vision:** 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.*