



Job Description

Job Title:	Assistant to the President for Community Relations	Job Code:	3102
Department:	President	Grade:	O
Date:	Revised March, 2005	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Plans and implements a strategic public relations plan to promote community awareness of the college and produce a positive image to help student recruitment, enhance employer satisfaction and increase funding.

Characteristic Duties and Responsibilities:

1. Develops a comprehensive public relations and advertising plan for the college including developing themes, identifying target audiences, and media selection.
2. Coordinates implementation of plan by setting goals, establishing priorities, and developing departmental policies and procedures.
3. Supervises staff by setting schedules, assigning tasks, evaluating performance, and making disciplining decisions including termination.
4. Monitors and reviews projects to ensure that all deadlines are met and that work product meets acceptable quality standards.
5. Acts as college's spokesperson for print, television, and radio news media.
6. Forecasts office operating requirements, prepares budget requests for unit, monitors and approves expenses, and initiates budget changes.
7. Initiates contact and maintains relationships with key constituencies to promote and support college.
8. Organizes signature events to heighten awareness of college's contributions to developing the skills of area workers.

Reporting Relationships:

Direction Received: Reports to President.

Direction Given: Direct supervision as a first-line supervisor over professional and exempt staff.

Minimum Requirements:

Requires broad knowledge of basic theories and principles, concepts, and methodology of a general professional field as would typically be acquired through the attainment of a Bachelor's Degree in Communications, Journalism, or Public Relations and four years experience in planning and managing public relations campaigns.

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.



Job Description

Job Title:	Assistant to the President for Community Relations	Job Code:	3102
Department:	President	Grade:	O
Date:	Revised March, 2005	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

Knowledge, Skills, Abilities and Worker Characteristics:

- Knowledge of public relations procedures and techniques.
- Knowledge of news media practices.
- Budgetary and supervisory skills.
- Excellent writing skills.
- Ability to make a professional presentation as a college spokesperson.

Working Conditions:

- Typical office environment.