



Job Description

Job Title: Assistant to the President for Community Relations and Marketing Services **Grade:** P
Department: President's Office **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 marketing plan to promote community awareness of the college and produce a positive image to help student recruitment, enhance employer satisfaction and increase funding. Develops and implements a media relations plan to build a strong relationship with local, regional and national media.

Characteristic Duties and Responsibilities:

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

Reporting Relationships:

Direction Received: Reports to the President
Direction Given: Direct supervision as a first-line supervisor over professional and administrative support staff

Minimum Requirements:

Bachelor's degree from an accredited educational institution in Communications, Journalism, or Public Relations and six years of experience in planning and managing media relations / public relations

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.

September 2008



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Knowledge, Skills, Abilities and Worker Characteristics:

Excellent communication skills
Ability to make a professional presentation as a college spokesperson
Knowledge of news media practices
Knowledge of public relations and marketing theories and techniques
Knowledge of strategic planning process
Budgetary, supervisory and leadership skills

Working Conditions:

Typical office environment; infrequently lifting and carrying items up to 10 lbs.; infrequently twisting or bending at the waist or reaching overhead; infrequently traveling between buildings on campus, to other campuses or out-of-town to attend meetings and conferences; frequently listening to and talking with students, faculty and other staff members either in person or by telephone; frequently sitting at a desk or workstation using a computer display, keyboard, and mouse