

DIRECTOR OF MARKETING AND COMMUNITY RELATIONS
Job Description

CATEGORY: Administrative/Professional/Technical
POSITION LENGTH: 12 Months
SALARY RANGE: Commensurate with Education and Experience

The incumbent in this job is expected to assist the College in achieving its vision and mission of student success and service to the community. A commitment to excellence, service, and a willingness to assist as needed are expectations for all employees.

JOB SUMMARY

Creates, develops, coordinates, implements and supervises the College's marketing, advertising and public relations programs and community relations to ensure the College's community, regional, state, and national presence.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Coordinates and sustains all aspects of internal and external communications, including news media relations, a diverse array of print/electronic publications, web site, and social media initiatives.
- Plans, implements, and coordinates the College's marketing, advertising and public relations programs to parallel the goals and mission of the College.
- Establishes, nurtures, and maintains positive external relationships with individuals, businesses, and community-based organizations that support the College's outreach efforts.
- Arranges for interviews with personnel for print and broadcast media and for special events.
- Composes correspondence, media messages, articles, press releases, announcements, presentations and other oral/written communications to meet the College's outreach needs.
- Acts as spokesperson and liaison with the media.
- Coordinates the photography needs of the College.
- Plans and coordinates all relevant activities for special College events.
- Coordinates alumni and community relations.
- Participates in appropriate College committees.
- Cultivates individual relationships and partnerships that support Foundation initiatives.
- Attends Foundation Board meetings, serves on pertinent Foundation committees and participates in community and social events that promote the College and cultivate relationships leading to philanthropic gifts.
- Coordinates the creation and implementation of a strategic plan for the marketing and community relations functional area at the College.
- Reviews, maintains and evaluates the budget for the marketing and community relations functional area.

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- Develops outcomes for the marketing and community relations functional area, monitors assessment of those outcomes, and develops plans of action for improvement based on the assessment of those outcomes.
- Assists with the development, implementation, monitoring, and revision of policies and procedures relating to the marketing and community relations functional area.
- Assists with the process for systematic review and evaluation of the marketing and community relations functional area per the model adopted by the College.
- Attends the workplace regularly, reports to work punctually and follows a work schedule to keep up with the demands of the worksite.
- Completes duties and responsibilities in compliance with college standards, policies and guidelines.
- Uses interpersonal skills and makes sound judgments to decide how duties and responsibilities are completed between coworkers, the supervisory chain, faculty, staff, students, and customers.
- Completes all required training and professional development sessions sponsored by the Texas Southmost College (TSC).
- Supports the values and institutional goals as defined in the College's Strategic Plan.
- Working hours may include evenings, holidays or weekends depending on deadline requirements and special events.
- Performs other duties as assigned.

REQUIRED KNOWLEDGE AND SKILLS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- A strong commitment to the mission of the community college.
- Demonstrated knowledge of principles, practices and ethics of public relations; principles of institutional advancement; media relations; print, electronic and miscellaneous media requirements for bilingual advertising and publicity; and graphic design, type and layout for publications.
- Demonstrated knowledge of special event planning and management.
- Ability to supervise assigned staff and work within an established budget.
- Ability to develop and coordinate activities which meet the goals and missions of the College.
- Demonstrated excellent supervisory, administrative, communication, interpersonal and leadership skills.
- Ability to establish and maintain positive and effective working relationships with students, college employees and the public.
- Demonstrated organizational skills in handling, directing and prioritizing multiple and complex assignments and projects.

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- Skill in working effectively in a team environment with a customer service focus.
- Ability to communicate with internal and external constituencies in a professional manner, including articulating the college's message with clarity and enthusiasm.
- Ability to communicate effectively, both orally and in writing; define problems, collect data, establish facts, and draw valid conclusions; and effectively present information to top management, public groups, and/or boards of directors.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the community.
- High level of energy and good sense of humor with the capacity for extraordinary time and effort demands.

REQUIRED EDUCATION AND EXPERIENCE

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Bachelor's degree from an accredited college or university, with a concentration in communications, journalism, or related field.
- Minimum of five years of progressively responsible administrative experience in communications, public relations or related field.
- Demonstrated experience in developing strategic plans and implement programs/initiatives.
- Working knowledge of PC environments and technology trends in the marketing/public relations arena.
- Demonstrated experience in organizing, conceptualizing, and prioritizing objectives and managing a high volume workflow office.
- Proficiency with use of e-mail, word processing, spreadsheet, database, and presentation software and use of the Internet.

PREFERRED EDUCATION AND EXPERIENCE

- Extensive experience in marketing, public relations, special events, graphic design, photography and printing, with demonstrated people skills and expertise in planning, writing, editing, designing, production methods, media relations, management, crisis media management and organizational development.
- Experience with consumer marketing strategy, strategic advertising and branding.
- Strategic thinker who excels at coming up with original ideas and is able to execute, with a proven record of success in a highly dynamic work environment.

CERTIFICATES AND LICENSURES

None required

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PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand. The employee is occasionally required to walk; sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee occasionally works near moving mechanical parts and is occasionally exposed to risk of electrical shock. The noise level in the work environment is usually moderate. The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Notes:

The duties listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.