

FORT SCOTT COMMUNITY COLLEGE

Position Description PU11

NAME:

JOB TITLE: Director of Public Relations and Marketing

DIVISION/DEPARTMENT: Public Relations and Communications

RESPONSIBLE TO: President

MONTHS PER YEAR: 12

HOURS PER WEEK: Exempt

UPDATE: 11/24

EDUCATION: Bachelor's degree in journalism, public relations, communications, or related field required. Equivalent experience may be considered.

CREDENTIALS/QUALIFICATIONS:

- Proficient use of public speaking, written and oral communication skills.
- Advanced knowledge of standard journalism, communications, and graphic design practices, as they relate to publications, news writing, photography, and visual and audio productions.
- Well-developed knowledge of the practices and standards of the professional field of public relations.
- Excellent interpersonal skills with the ability to create an effective rapport with the public, as well as establishing an effective working relationship with departments throughout the college.
- Superior planning and organizational skills relating to the duties of this position. Ability to consistently meet deadlines for completion of tasks. A proactive performance-orientation regarding production of materials and results.
- Knowledge of advertising methods applicable to all media applications. Some knowledge of marketing principles and methods.
- High degree of writing and editing skills.
- Competency in developing and effectively managing a departmental budget.
- Efficiency and effectiveness using computer software applications relating to digital and printed publications.
- Well-developed creative skills relating to social media, advertising, and publication design formats.
- Independent and self-motivated to create content and tell positive stories about FSCC.

JOB PURPOSE: The Director of Public Relations and Marketing is responsible for managing and coordinating all public relations efforts of the college, including social media, publications, news releases, media relations, promotional advertising, and special public events. The Director will ensure that all school-wide communications are tied closely to the mission, vision, and values of FSCC, and that communications are timely, accurate, and compelling.

MAJOR DUTIES AND RESPONSIBILITIES:

Publications

- Publishes and maintains relevant social media content.
- Edits, approves, and prints all materials to be distributed to the public and news media that are primarily promotional in nature and/or reflect on the image of the college.
- Collaborates with design/print shop to create the content of all college publications. Includes editing, proofreading copy, and printing prepared by other departments.
- Photographs and videos college events/activity for publicity, sports information, newsletters, brochures, publications, school advertisements, graphic services, and special events of the college.
- Develops a comprehensive communications calendar and plan, ensuring messages are delivered to appropriate constituents with attention to timing, medium, and voice.

Advertising

- Serves as college liaison to marketing partner.
- Initiates and finalizes marketing plan with the assistance of admissions and other personnel.
- Develops, writes, prints, and places advertising materials for admissions, student recruitment, and special events as well as for general public information.
- Negotiates and purchases advertising with media sources.

Public Relations

- Annually establishes written public relations goals and objectives that are intended to advance institutional goals.
- Plans and implements activities to promote positive public relations.
- Maintains close professional relationships with area media.
- Coordinates and oversees all FSCC social media content.
- Acts as principal user for the FSCC social media accounts.
- Manages crisis communications.
- Assists the President with reports and correspondence.

Special Events

- Plans and implements or assists with special public relations events.
- Provides video graphic and still photography services for college events.
- Responsible for major news releases from the college.

Supervisory Duties

- Supervises work-study student(s)
- Oversees the Greyhound #socialsquad

WORKING CONDITIONS:

- Limited outside travel to media sources and college events.
- Ability to work flexible hours to accommodate such college needs as completion of deadline related materials or evening or weekend activities.
- Requires long periods of sitting and efficient use of computer related technology such as screens, keyboard, and mouse.
- Occasional overnight travel to professional development conferences and training sessions.

Reviewed by Supervisor: _____
Signature

Date

All job descriptions are subject to revision based on changing needs of the college.