



Job Description

Job Title:	Assistant to the President for Community Relations and Marketing Services	Job Code:	
Department:	President	Grade:	P
Date:	July 2006	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 and marketing 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 assigned 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.
9. Provides leadership to the marketing and advertising team in the development and implementation of the strategic marketing plan.
10. 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 clerical staff



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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.

Knowledge, Skills, Abilities and Worker Characteristics:

Knowledge of public relations and marketing theories and techniques

Knowledge of news media practices

Knowledge of strategic planning process

Budgetary, supervisory and leadership skills

Excellent communication skills

Ability to make a professional presentation as a college spokesperson

Working Conditions:

Typical office environment; travel between buildings on campus, to other campuses, to off-site location and out-of-town for meetings and conferences