



JOB DESCRIPTION

POSITION TITLE:	Director of Public Relations and Community Affairs
DEPARTMENT:	Administrative
FLSA:	Exempt
REPORT TO:	Vice President of Administrative and Student Services
POSITION SUMMARY:	The Director of Public Relations and Community Affairs provides leadership and support to advance the college's vision, mission and strategic plans through an effective marketing, public information, and community relations program

ESSENTIAL JOB FUNCTIONS:

1. To promote the outstanding reputation of the college and its many excellent programs and services on a local, regional, state and national basis.
2. To provide leadership in the planning and implementation a comprehensive marketing, community relations, and communication program.
3. To oversee and approve the production of College publications of a marketing nature, such as brochures, class schedules, newsletters, videos, posters, reports to the community and fliers.
4. To coordinated preparation of news releases, press releases, media advisories, advertisements and other information to the media on a regular basis.
5. To maintain files of institutional news releases and advertisements.
6. To plan and develop mass media advertising campaigns.
7. To coordinate various College public and special events.
8. To work as the liaison with the College Foundation to develop community leadership and support for the Foundation and College's plans, programs, staff and students.
9. To oversee the development of marketing research and information reports and publications related to College goals and priorities.
10. To serve as the official college spokesperson and as liaison to media relative the college and college events.
11. To serve as member of the President's Extended Cabinet providing input for the effective management of the college in general and to promote the college's mission.
12. To perform other job related duties as maybe assigned by the President.