



## Job Description

<b>Job Title:</b>	Executive Director Communications	<b>Grade:</b>	N
<b>Department:</b>	Community Relations and Marketing Services	<b>FLSA:</b>	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**

The Executive Director develops, coordinates, implements and evaluates overall communications objectives for the college to promote community awareness. This position ensures that all independent department objectives align with overall college communications goals.

### **Characteristic Duties and Responsibilities:**

1. Works with the Assistant to the President to develop a comprehensive communications plan for the college including developing themes, identifying target media, audiences, and internet sites.
2. Periodically reviews the communications plan and assesses its effectiveness. Makes recommendations for improvements and integration of new developments in the industry.
3. Supervises and leads assigned staff by setting goals, assigning tasks, managing work schedules and workloads, evaluating performance and making employment decisions including hiring and termination.
4. Works collaboratively with college departments to ensure their projects align with the overall communications goals of the college.
5. Participates in the planning, development and implementation of strategic communications plans for the college. Provides leadership to the communications team in developing and implementing the strategic communications plan.
6. Serves as a back-up resource for the Assistant to the President with media relations and in execution of the crisis communications plan as needed.
7. Oversees the development of all press releases, external and internal communications for the college.
8. Performs other duties as assigned.

### **Reporting Relationships:**

<b>Direction Received:</b>	Reports to Assistant to the President for Community Relations and Marketing Services
<b>Direction Given:</b>	Direct supervision as a first-line supervisor over professional and administrative support staff

### **Minimum Requirements:**

Bachelor's degree from an accredited institution in public relations, journalism, communications or a related field and six years of experience in media relations, communications planning and management



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### **Knowledge. Skills. Abilities and Worker Characteristics**

Knowledge of marketing theories and practices  
Knowledge of the strategic planning process and strategic planning ability  
Excellent communication and interpersonal skills  
Strong project management skills  
Knowledge in brand creation and management  
Knowledge of basic budgeting and accounting principles  
Leadership and supervisory skills

### **Working Conditions:**

Typical office environment; sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires fingering, grasping, and repetitive keyboarding motions; vocal communications is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities; no adverse environmental conditions; infrequently traveling between buildings on campus, to other campuses, locally or out-of-town to attend meetings and conferences