State College of Florida, Manatee-Sarasota
Job Description

Job Title: Director, Public Affairs and Marketing
Reports to: President
FLSA Status: Exempt
Level: 216
Position Class:

Job Summary:
This position is responsible for planning and implementing a strategic communications and integrated marketing program to support the College’s goals and objectives and to build the College’s image and awareness of its programs, using agency-quality, assessment-driven communications. As a member of the President’s Management Team and College chief spokesperson, serves as a resource and counselor to senior administration.

NOTE: Job descriptions and essential functions are subject to change due to advances in technology, utilization of work force, and other factors which may impact the College’s need to modify position requirements.

Essential Duties and Responsibilities:
The following listing of essential job duties indicates the general nature and level of work required in this job. This is not designed to be a comprehensive listing of all the activities, duties, or responsibilities that may be required in this job. Individuals assigned to this job may be asked to perform other duties as required. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities of the job.

Applicants may be asked to demonstrate any or all of the following duties:

1. Plans, develops and supervises the execution of the College’s public relations and public information activities (news media/editorial).

2. Provides leadership and recommendations on internal and external communication matters connected with the College, community and legislation for routine, sensitive and controversial issues; and as a core member of the College’s Critical Incident Management Team, participates in emergency decision-making and coordinates crisis communications as designated by the President.

3. Develops and executes an integrated marketing plan that provides consistent and effective communications aimed at enhancing awareness of the College’s programs, reaching targeted audiences and assists in reassessing the effectiveness of new marketing venues.

4. Manages projects performed by various outside contractors/vendors/project managers for the College to ensure quality control and effectiveness.

5. Serves as College spokesperson to news media, as designated by the President.

6. Provides leadership on matters related to Web content, visual identity and the use of Web-based materials.
7. Assists College departments with marketing initiatives.
8. Supervises, evaluates, and coaches Department staff.
9. Develops goals for the Department to support College goals.
10. Develops and monitors Departmental budget.
11. Directs the concept, production, and publication of College printed, broadcast, and electronic materials including but not limited to the Catalog, class schedules, Student Handbook, fact book, marketing brochures, and related pieces for credit and noncredit divisions.
12. Provides leadership for, plans, and coordinates major special events for the College, such as grand openings, as required.
13. Provides and maintains cellular telephone services and is accessible by cellular phone to the College at all times, except during duly authorized holidays and approved vacation, personal or sick leave.

**Job Qualifications:**
The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education/Experience:**
  Master’s degree from an accredited university, and 3 or more years’ related experience and/or training; or equivalent combination of education and experience

- **Supervisory Experience:**
  More than two years of direct supervisory experience, including forms training in supervision, is required for this position

- **Language Ability:**
  Ability to read, analyze, and interpret scientific and technical journals, financial reports, and legal documents. Ability to respond to technical questions and/or complaints from college leadership, customers, regulatory agencies, or members of the community.

- **Math Ability:**
  Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs. Ability to apply concepts of basic algebra and geometry.

- **Reasoning Ability:**
  Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables. Ability to work with formulas, scientific equations, graphs, etc.
• **Computer Skills:**
  Proficient with standard word processing and researching topics via Internet. Knowledgeable in the following: industry standard for computer hardware and software used by graphic designers and the connectivity/interworking issues related to office standard desktops, trends in the public’s usage of the Web to lead and make decisions about online positioning initiatives, photography software, its printing and use in graphic design to discuss with graphic artists and photographers and make decisions about same, broadcasting and video editing equipment and standards to discuss with video and/or film crews and make decisions about same.

• **Certificates and Licenses:**
  Accreditation in the field of public relations, awarded by a recognized organization such as the Public Relations Society of America, is preferred.

**Responsibility for People and Property:**
This position is responsible for the supervision of Public Affairs and Marketing staff.

Responsible for all office furniture, equipment, computer hardware, software, and office supplies.

Responsible for the Department operating budget.

Responsible for developing and administering the Fund 1 “general operating” budget that includes printing, advertising, and outside contractors. Responsible for devoted budgets such as Yellow Pages Advertising and special publications.

**Responsibility for Communication:**

• **Internal Contacts:**
  Routine contact with all levels of College staff and faculty.

• **External Contacts:**
  Routine contact with news media and vendors/project managers; frequent contact with legislators and community leaders; and occasional contact with the Board of Trustees and outside public relations professionals.

**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.

The noise level in this position is moderate.

**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 routinely required to sit, use manual dexterity, reach with hands and arms, and talk or hear. The employee is frequently required to stand and occasionally walk, climb or balance, stoop, kneel, crouch, or crawl and taste or smell. The vision requirements include the need for close, distance, color, peripheral vision, depth perception and ability to adjust focus.
General Performance Standards and Expectations:
In addition to satisfactory performance on all of the essential job duties and responsibilities for this job, all State College of Florida, Manatee-Sarasota employees must fulfill the following basic performance expectations:

1. Mission and Goals: Each State College of Florida, Manatee-Sarasota employee is expected to know the College’s mission and goals.

2. Customer Service: All State College of Florida, Manatee-Sarasota employees will strive to provide outstanding customer service to everyone they serve including students, the community, and fellow employees.

3. Grooming and Appearance: State College of Florida, Manatee-Sarasota employees are expected to maintain a neat and professional image at all times. When issued, College personnel must wear uniforms, and maintain a neat, clean, and well-groomed appearance.

4. Safety Awareness: State College of Florida, Manatee-Sarasota employees are expected to work diligently to maintain safe and healthful working conditions, and to adhere to proper operating practices and procedures designed to prevent injuries. Employees are required to wear personal protective equipment as provided.

5. Attendance Standards: State College of Florida, Manatee-Sarasota employees are expected to attend their work assignments and schedules at all times, in accordance with College Rules and Procedures.

6. Training: State College of Florida, Manatee-Sarasota employees are expected to attend College-provided training sessions and meetings when deemed necessary.

7. Continuous Improvement: State College of Florida, Manatee-Sarasota employees are expected to give attention to continuous assessment and improvement of the position’s assigned set of duties and responsibilities.

Approvals:
This job description has been reviewed and approved by the leaders whose signatures appear below.

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