

Job Description Classification

**DIRECTOR OF COMMUNICATIONS/JSC
NON-BARGAINING UNIT**

**GRADE 16
EXEMPT**

BASIC FUNCTION

To direct and coordinate a broad range of internal and external public information and college relations functions for the College.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

Plan, implement and evaluate the functions and services of the Communications Office, including operating policies, procedures, and methods.

Write key press releases and oversee the writing of many others. Oversee the distribution of press releases to appropriate local, regional, and national media.

Maintain contacts with media representatives, suggesting and promoting various stories related to college programs, events and achievements.

Direct and carry out a wide range of tasks, including, editing, writing, photography, and design, related to the production of many college publications; participate in the publication activities of other offices, including admissions and development, by providing technical and editorial advice technical and ed

Keep abreast of current developments in public relations, marketing and world wide web strategies and methods in higher education.

SUPERVISION RECEIVED

Direction is received from the President.

SUPERVISION EXERCISED

Administrative and functional supervision of one to two employees as well as student assistants.

MINIMUM QUALIFICATIONS