

Confer regularly with college administrators and staff to plan, coordinate and evaluate programs/systems/activities, exchange information and resolve problems, and serve on various college committees.

Prepare a variety of administrative and management reports.

Maintain currency in the marketing and community relations field.

Duties performed primarily in standard office setting but with predictable need for travel.

Work outside of normal business hours may be expected.

Valid Vermont driver's license required.

Other duties as assigned.

SUPERVISION RECEIVED

Direction is received from the Director of Institutional Advancement or other senior Administrator.

SUPERVISION EXERCISED

Minimal supervision of temporary staff members, supervision of sub-contractors, e.g., external writers.

MINIMUM QUALIFICATIONS

Bachelors degree in journalism, marketing, public relations, graphic arts or other appropriate discipline, with masters preferred, plus three to five years of relevant marketing and/or public relations experience, or a combination of education and experience from which comparable knowledge and skills are acquired.

Broad-based knowledge and skills related to institutional public affairs programs and operations, with higher education experience preferred.

Strong technical journalistic skills, including writing, editing, reporting, photography, design, printing.

Desktop publishing skills preferred; PC base and InDesign proficiency desirable.

Strong planning, organizational, administrative, supervisory and budget management skills.

Ability to deal effectively with and represent the college to a broad range of individuals/groups within and outside Vermont Technical College.

This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.