

Director, Associate Communications

FLSA Status: Exempt

Pay Grade: 20

Job Title ID: 102008

Job Series/Job Family: President's Series / Public Information/Marketing/Publications Family

Reports To

Executive Director, Public Information and College Marketing

Job Purpose

To assure alignment of all channels of marketing communications with internal, student, and external audiences and to oversee marketing communications (ad copy/promotion), internal communications, student communications, social media, web content (for internal audiences), Spanish communications, and crisis communications. To provide day-to-date direction for the development and execution of a wide range of communication projects that achieve the strategic marketing goals for the College and its academic and administrative units.

Description of Duties and Tasks

Essential duties and responsibilities include the following. Other duties may be assigned.

Required

1. Supervises and oversees staff in all aspects of print and online communications (except media) relations. This includes recommendations regarding the hiring, motivating, professional development, coaching, and disciplining process of supervising a staff.
2. Manages daily workflow of writer/editor collaborations to enhance college-wide crises communications.
3. Develops strategies for internal and student SSI communications; collaborates on media and community relations strategies.
4. Plans, develops, and oversees multiple strategic communication projects across all modes of delivery.
5. Reviews and edits official College-wide informational and promotional print and online communications to ensure they meet the College's policies, editorial style, and standards of appropriateness.
6. Oversees the updating and maintenance of the College's editorial style manual for College-wide internal and external print and online communications.
7. Oversees the development and evaluation of informational and promotional communication directed toward targeted groups in support of the College's Master Plan.
8. Serves as a key liaison to various College entities to develop and improve communications to targeted groups.

Knowledge

Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Printing production process.
- Print and/or web design.
- Special event coordination.
- Style and grammar.
- Communication trends and tools.
- Clear understanding of the marketing/communications process.
- Working knowledge of social media.
- Understanding of higher education communications issues and appreciation of academic culture.

Skills

Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Effectively using interpersonal, interviewing, and communications skills, including tact and diplomacy.
- Effectively using organizational and event planning skills with attention to detail and follow through.
- Managing multiple projects.
- Gathering information from broad range of sources.
- Writing and editing.
- Maintaining confidentiality of work related information and materials.
- Leading and team building skills.
- Analyzing and problem solving skills both on a macro and mini scale.
- Developing strong collaborative partnerships and earning trust within an organization.
- Maintaining an established work schedule. May include some evening and/or weekend work.

Computer Skills

Required

- Demonstrated proficiency using standard office software applications.

Physical Requirements

Required

- Occasional lifting of objects up to 10 pounds.
- Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling.
- Work is performed in a standard office environment.

Work Experience

Required

- Three years related work experience.

Preferred

- Five years work experience in journalism, interviewing, public speaking, and/or written communication. Demonstrated progress and experience in working as an internal marketing or communications position (preferably in higher education), advertising agency, or PR firm. Experience in leading a creative communications team.

Education

Required

- Bachelor's degree in Communications, Journalism, Public Relations, or related field.

Other

Preferred

- Knowledge of ACC Administrative Rules, Policies and Procedures, AP Stylebook, Strunk & White Elements of Style, HTML and CSS; and/or news media practices and processes.
- Thorough understanding of ACC's Master Plan goals and priorities.

Safety

Required

- Supervise safe operation of unit. Facilitate safety inspections. Take reasonable and prudent actions to eliminate identified hazards. Ensure employees receive appropriate safety training and foster a workplace safety culture.

