Director, Public Information and College Marketing

FLSA Status: Exempt
Pay Grade: 22
Job Title ID: 102018
Job Series/Job Family: President's Series / Public Information/Marketing/Publications Family

Reports To

Executive Director, Public Information and College Marketing

Job Purpose

To plan, coordinate, and direct ACC's print and online marketing communications programs and services including providing advice and counsel to senior College leadership.

Description of Duties and Tasks

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

Required

1. Plans and directs the design, production, and distribution of all major College publications, broadcast, and outdoor advertising strategies and deliverables and print advertising production, and the external, marketing oriented pages of the college website.
2. Leads, supports, manages, and supervises the daily workflow and career development of print and website production staff.
3. Directs the planning, strategy development, and implementation of the College's annual print and online communications program to ensure all are completed in a timely manner, within budget parameters and meet the intended goals and objectives set forth in the marketing communications plan.
4. Tracks and manages changing technologies and trends in publishing, the Internet, marketing, and communications practices in order to better develop and maintain appropriate procedures and processes related to efficient communication materials production; conducts extensive Internet research; provides advice and counsel to senior college leadership on relevant communications and marketing issues.
5. Collaborates with and supports administrators, deans, faculty, and staff in their publication needs in support of both credit and continuing education programs and courses, as well as presidential and board initiatives; develops and coordinates production schedules for all major college publications in conjunction with all relevant constituents; conceptualizes, develops, and directs design solutions and oversees production process from assessment of needs to delivered product.
6. Provides leadership and management direction for the college online presence.
7. Develops, recommends, and monitors the publications budget; coordinates with the Purchasing department to acquire print vendor services; serves as point of contact with outside print vendors; prepares print specifications for print bids and quotes, provides estimates to clients; troubleshoots and oversees projects.
8. Monitors and helps ensure all materials comply with SACS, state, and federal guidelines; and/or complies with postal and copyright regulations.

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

- Emerging trends to current print, online and outdoor advertising design, and production trends.
- Radio and television advertising practices.
- Elements of effective copywriting and editing.

- Print and web design.
- Printing production processes.
- Supervisory principles, practices, and methods.

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

- Maintaining an established work schedule.
- Effectively using interpersonal and communications skills, including tact and diplomacy. Effectively using organizational and planning skills with attention to detail and follow through.
- Supervising and coordinating the activities of subordinate personnel.
- Resolving scheduling and/or resource deployment issues and conflicts.
- Time management, prioritizing, and multi-tasking.
- Maintaining confidentiality of work related information and materials.
- Resolving scheduling and/or resource deployment issues and conflicts.
- Maintaining confidentiality of work related information and materials.

Computer Skills

Required

- Demonstrated proficiency using standard office software applications, including Adobe Suite and Picasa2 Photo Organization software.

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

- Five years related work experience including two years supervisory experience.

Preferred

- Additional three years work experience in publication design, writing for publication, and/or online communications development experience.

Education

Required

- Bachelor's degree in a related field.

Other

Preferred

- Knowledge of ACC Administrative Rules, Policies and Procedures, ACC Marketing and Communication Plan, ACC Master Plan, ACC Style Guide, and AP Stylebook.

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.