

## Executive Director, Public Information & College Marketing

**FLSA Status:** Exempt

**Pay Grade:** 99

**Job Title ID:** 22123

**Job Series/Job Family:** Administrator Series / Administrator Family

### Reports To

President

### Job Purpose

Responsible for providing leadership in planning and implementing a college-wide strategic marketing and public information program to promote the College to its various stakeholders, including current and prospective students, taxpayers, and the general public. Develops annual advertising, publications, marketing, and promotional strategies designed to increase enrollment, ensure student access, and highlight and advance the programs and services of the College. Serves as key spokesperson for the College.

### Description of Duties and Tasks

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

#### **Required**

1. Oversees Media Relations, Public Information, Marketing and College Relations. Manages the College's advertising, publications, web communications, graphic design, promotional events, and word processing services.
2. Chairs the Marketing and Outreach Committee, providing leadership in the development of a integrated marketing and communications plan that promotes enrollment, responds to statewide "Closing the Gaps" participation goals, and publicizes student and faculty successes.
3. Chairs Web Committee, providing leadership in seeking broad, college-wide input on strategies for the College's website.
4. Works with College's advertising agencies to develop and place broadcast advertising campaigns in local media.
5. Provides editorial oversight on major publications of the College, including the course schedule, newsletters, and recruitment materials.
6. Provides speechwriting assistance to the President and other College officials as appropriate.
7. Provides leadership in the development and implementation of an active internal communications program for employees and students.
8. Coordinates the College's official response to open records requests; works with College's attorney to ensure compliance with Texas Public Information Act.
9. Represents the College on community organizations, as appropriate.

### 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**

- Demonstrated expertise in project planning, development and implementation.
- Presenting information and summary reports internally and to the public.
- Understanding of the community college philosophy and mission.
- Handling the demands and requirements of senior-level management in higher education.
- Effective leadership and ethics techniques, including Servant-Leadership principles.

**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***

- Working in a collaborative manner with diverse constituencies.
- Maintaining confidentiality of work related information and materials.
- Working effectively with a diverse and multi-cultural student body and staff.
- Excellent communication, written and verbal, and interpersonal skills.
- Providing leadership at all levels of the College.
- Planning, prioritizing, and problem-solving.
- Handling multiple projects and meeting deadlines.
- Planning and managing budgets and manpower needs.

**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 routinely performed in an office environment

**Work Experience*****Required***

- Five years work experience in marketing and/or public relations, including experience at a supervisory level..

***Preferred***

- More than five years work experience in marketing and/or public relations, including experience at a supervisory level, preferably in a community college or higher education setting.

**Education*****Required***

- Bachelor's degree in journalism, public relations, advertising, or directly related field.

***Preferred***

- Master's degree.

**Safety*****Required***

- Provide resources for safe operation of units. Create and support workplace safety.