

# CLASSIFICATION SPECIFICATION

## Communications Manager

FT/PT Class Code: 3095, 3595      Pay Grade: B/C 20      FLSA: Exempt      Rev. 10/31/16

**SUMMARY STATEMENT:** This position is responsible for creating and revising executive speeches, opinion papers and/or other documents to present the point of view of the College, President, Board of Trustees and/or senior management to College constituencies.

### NATURE AND SCOPE:

An incumbent in this position works under the general direction of the President and reports to the Vice President for Institutional Effectiveness and College Relations. An incumbent creates and revises drafts of executive speeches, opinion papers and other documents to present the point of view of the College, President, Board of Trustees and/or senior management to College constituencies. Typical contacts include: the College President, senior executive and management staff and employees throughout the College.

### PRINCIPAL ACCOUNTABILITIES:

***An incumbent may perform any combination of the below listed accountabilities:***

1. Writes and edits drafts of speeches, talking points and public remarks for the President, senior management and/or the Board of Trustees. Writes and edits memoranda, letters, reports, articles, opinion papers, etc. representing the point of view of the College, President, Board of Trustees and senior management.
2. Identifies, gathers, and analyzes information required to create the message that the President or other senior management wants to convey and determines the best method for communicating the message.
3. Analyzes project requirements and audience needs and ensures that the message is consistent with the College mission, values, key initiatives, communications goals and brand.
4. Serves as a resource person to the President and to the Vice President for Institutional Effectiveness and College Relations, including researching, compiling, and analyzing data for reports and special assignments such as the College's budget presentation, In-Service presentation, etc.
5. Performs other related duties as required.

### KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of speech writing practices and techniques.
- ◇ Knowledge of current affairs topics and issues, especially as related to higher education and community college activities.
- ◇ Knowledge of communications and public relations principles and practices.
- ◇ Skill in written communication, including proficiency in gathering and interpreting information and turning it into accessible, compelling speeches and other written materials.

### **KNOWLEDGE, SKILLS, AND ABILITIES, cont'd:**

- ◇ Skill in identifying audience needs and in tailoring messages to specific audiences.
- ◇ Strong interpersonal, communication and presentation skills.
- ◇ Proficiency in the use of word processing, spreadsheet, and presentation software programs (e.g. Microsoft Word, Excel, and PowerPoint).
- ◇ Ability to research, analyze and integrate diverse information from varied sources.
- ◇ Ability to maintain confidentiality and to be discreet.
- ◇ Ability to work both independently and as part of a team.
- ◇ Ability to work under tight deadlines and under pressure.
- ◇ Ability to effectively communicate and relate to a diverse population in a multicultural environment.

### **MINIMUM QUALIFICATIONS:**

- ◇ Bachelor's degree in English, Journalism, Marketing or other related field and four (4) years of relevant experience, to include experience in gathering, organizing, and formatting information and in public speaking and writing.