

# CLASSIFICATION SPECIFICATION

## Public Relations Manager

FT/PT Class Code: 3072, 3572      Pay Grade: B/C 19      FLSA: Non-Exempt      Rev. 01/02/18

**SUMMARY STATEMENT:** An incumbent is responsible for coordinating campus-based and assigned Collegewide public relations strategies into a cohesive public relations plan, and overseeing the daily operations of the Public Relations Department.

### NATURE AND SCOPE:

An incumbent reports to the vice president for strategic communication and marketing and supervises subordinates. An incumbent is responsible for coordinating campus public relations strategies into a comprehensive public relations plan, and for evaluating the effectiveness of such strategies. A significant aspect of this work is the management, coordination, and supervision of daily campus public relations operations, managing media coverage for the campus, social media, publications, promotional items, written communications, department budget, planning and assessment, etc.

### PRINCIPAL ACCOUNTABILITIES:

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

1. Manages the daily operations of the campus Public Relations department, including supervision of staff and prioritization and completion of projects. Oversight of budgetary issues directly related to public relations. Develops, implements, and analyzes annual goals, objectives, and intended outcomes that support college planning and assessment and the campus mission.
2. Collaboratively manages all social media platforms for the College, which includes creating editorial and photo content, reviewing and editing submitted content, selecting and editing photos for posts and galleries, and approving content and responding to inquiries. Assists the social media manager in the implementation of the social media strategic plan.
3. Serves as the primary and constituent contact spokesperson and manages media coverage for the campus, including coordinating and facilitating campus public relations events, press conferences, and media/community relations.
4. Serves as the primary resource for the community and as the initial contact for external inquiries and information requests. Reacts and responds appropriately to information requests and strives to be proactive in meeting needs and resolving issues.
5. Conceptualizes, designs, coordinates and implements production of campus and/or assigned Collegewide public relations projects, including publications, promotional items, displays, special event materials, and various other public relations tools. Oversees the production of in-house videos needed to make the College's website and social media channels more dynamic.
6. Serves on campus and Collegewide committees including Collegewide Marketing, Collegewide Crisis Communication Team, Campus Planning Council, Campus Budget Committee, Collegewide Social Media and Video Committee, and major campus special event planning committees as assigned.

### **PRINCIPAL ACCOUNTABILITIES, cont'd:**

7. Researches, writes, edits, proofreads, coordinates and produces campus written communications, including writing and editing campus director's communications and columns, magazine articles, etc.
8. Assists with the photography for campus events and activities, which includes the enhancement, printing, storage, retrieval and distribution of campus photos as needed.
9. Conceptualizes, designs, and coordinates the development and production of various marketing materials, e.g., multimedia presentations, brochures, signs, ads, flyers, logos, posters, etc. as needed.
10. Interviews and drafts profiles of alumni, students, faculty and staff.
10. Trains, supervises, and evaluates subordinate personnel.
11. Performs other related duties as required.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◇ Knowledge of public relations and/or marketing principles and practices.
- ◇ Knowledge of social media platforms and associated target audiences.
- ◇ Knowledge of public relations strategies to reach target audiences.
- ◇ Knowledge of College, campus, and department mission, goals, and direction.
- ◇ Knowledge of the communication industry (mass media, broadcast programming, etc.).
- ◇ Knowledge of word processing software.
- ◇ Knowledge of journalism, copy writing, proofing, editing, and scripting.
- ◇ Knowledge of social media and various social media platforms.
- ◇ Knowledge of digital photography.
- ◇ Knowledge of graphic design and layout concepts, including desktop publishing and technical software skills.
- ◇ Skill in management and supervision.
- ◇ Skill in planning and organizing.
- ◇ Skill in graphics and media production.
- ◇ Ability to establish and maintain effective working relationships with the community, media, and other College staff.
- ◇ Ability to be creative.
- ◇ Ability to effectively communicate and relate to a diverse population in a multicultural environment.
- ◇ Excellent organizational, interpersonal and communication skills.

### **MINIMUM QUALIFICATIONS:**

- ◇ Bachelor's degree in a relevant field and four (4) years of experience in coordinating the development and production of marketing/public relations vehicles using various types of media; or equivalent additional years of education.