Job Title:  Community Relations Director  

JOB SUMMARY

The Community Relations Director is responsible for planning, organizing and directing the efforts and methods of delivering promotional information to the general public and designated audiences.

MAJOR DUTIES

Plans, organizes and directs efforts and methods of delivering promotional information to the general public and designated audiences of the technical college;
Plans and organizes the unit's work to meet the technical college's objectives. Directs and reviews work assignments;
Establishes and maintains a working relationship with community leaders and local boards;
Assists in developing a community relations program;
Directs community relations projects and activities. Conducts special studies of organization problems in individual communities of the technical college;
Serves as liaison between the technical college and the community regarding programs;
Monitors community satisfaction with technical college services;
Manages and oversees financial/budget operation of the department;
Monitors the activities of personnel to ensure compliance with TCSG policy manual and department procedures;
Develops and/or assists with the development of policies and procedures and recommends changes to effectively meet the goals and requirements of the program;
Evaluates employees at scheduled intervals upon reviewing of all relevant information;
Conducts regular evaluation of services provided and make adjustments as needed;
Maintains up-to-date policies, procedures, and state or federal laws that may impact department initiatives.

COMPETENCIES

Ability to manage multiple projects to varied deadlines
Ability to operate effectively within a large organization
Knowledge of postsecondary education
Oral and written communication skills
Skill in the operation of computers and job related software programs
Skill in interpersonal relations and in dealing with the public
MINIMUM QUALIFICATIONS

Bachelor's degree in journalism, communications, English, advertising, public relations or related field
*and* Four (4) years of experience in marketing and/or public relations

PREFERRED QUALIFICATIONS

Preferred qualifications may vary from location to location.