Job Title: Public Relations and Information Director

JOB SUMMARY

The Public Relations and Information Director is responsible for developing strategic communications and marketing plans for a technical college and/or its Foundation.

MAJOR DUTIES

- Develops strategic communications and marketing plans for the technical college and/or its Foundation and coordinates implementation of the plans with president and/or senior management;
- Manages the production of publications and information;
- Assists with special projects and activities;
- Responds to routine and more complex inquiries from students and the general public or directs them to the appropriate source;
- Directs media relations efforts and manages press conferences;
- Prepares the technical college’s annual report on accomplishments for the year;
- Conducts student surveys to determine best advertising methods to meet the target audience;
- Manages and oversees financial/budget operation of the department;
- Monitors the activities of personnel to ensure compliance with TCSG policy manual and department procedures;
- 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;
- 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

- Knowledge of advertising and marketing principles and concepts
- Knowledge of local demographics
- Knowledge of design concepts and publication theories and guidelines
Knowledge of postal regulations and direct mail concepts
Knowledge of budgetary management principles
Skill in the delegation of responsibility and authority
Skill in the operation of computers and job-related software programs
Oral and written communication skills
Skill in interpersonal relations and in dealing with the public
Decision making and problem solving skills

MINIMUM QUALIFICATIONS

A Bachelor’s degree *and* Three (3) years of experience in marketing and/or public relations

PREFERRED QUALIFICATIONS

Preferred qualifications may vary from location to location.