

**FORT SCOTT COMMUNITY COLLEGE**  
**Position Description PU01**

**NAME:** \_\_\_\_\_ **JOB TITLE:** Director of Public Relations

**DIVISION/DEPARTMENT:** Public Relations

**RESPONSIBLE TO:** President

**MONTHS PER YEAR:** 12      **HOURS PER WEEK:** Exempt      **UPDATE:** 10/15

**CREDENTIALS/EDUCATION:**

Bachelor's degree in Journalism, Public Relations, or related field required. Three years of experience in marketing, media (including social media), communications, and/or publication relations.

**CREDENTIALS/QUALIFICATIONS:**

- Proficient use of public speaking, written and oral communication skills.
- Advanced knowledge of standard journalism, communications, and graphic design practices, as they relate to publications, news writing, photography, and visual and audio productions, and the ability to apply efficiently this knowledge to the selection of the proper media and production of the finished product.
- Well-developed knowledge of the practices and standards of the professional field of public relations and the ability to effectively apply this knowledge to the college's public relations needs.
- Excellent interpersonal skills and ability to create an effective rapport with the public, as well as establishing a cordial working relationship with her/his peers at the college.
- Superior planning and organizational skills relating to the duties of this position. Ability to consistently meet deadlines for completion of tasks. A proactive performance-orientation regarding production of materials and results.
- Knowledge of advertising methods applicable to all media applications. Some knowledge of marketing principles and methods.
- High degree of writing and editing skills.
- Competency in developing and effectively managing a departmental budget.
- Efficiency and effectiveness using computer software applications relating to publications especially word processing, presentation, publishing and web page development software including Adobe CS6, Photoshop, In Design, Macintosh, imovie, Final Cut Pro, and audio editing software.
- Well-developed creative skills relating to advertising and publication design formats.
- Independent and self motivated to create content and tell positive stories about FSCC.

**JOB PURPOSE:** The Director of Public Relations is responsible for managing and, where appropriate, coordinating all public relations efforts of the college, including publications, news releases, media relations, promotional advertising, and special public events.

**MAJOR DUTIES AND RESPONSIBILITIES:**

Goals and Objectives

- Annually establishes written public relations goals and objectives that are intended to advance institutional goals.
- Initiates and finalizes marketing plan with the assistance of admissions and other personnel.

Publications

- Responsible for originating publications, when appropriate.
- Edits and approves all materials to be distributed to the public and news media that are primarily promotional in nature and/or reflect on the image of the college.
- Is responsible for coordinating and approving the production of other college publications, including: Legacy, FSCC Catalog and Annual Report, Greyhound Grapevine, and other publications. Includes editing and proofreading copy prepared by other departments.
- Coordinates production of publications with private vendors.
- Is responsible for photography services for publicity, sports information, newsletters, brochures, publications, school advertisements, graphic services, and special events of the college.
- Assist with the annual Gordon Parks photography competition.
- Produces materials for TV channel (as required).

Advertising

- Develops, writes, and places advertising materials for admissions, student recruitment, and special events as well as for general public information.
- Negotiates and purchases advertising with media sources.

Public Relations

- Plans and implements activities to promote positive public relations.
- Maintains close professional relationships with area media.
- Coordinates and oversees all FSCC social media content.
- Principal user for the FSCC Facebook and Twitter accounts.

Special Events

- Plans and implements or assists with special public relations events.
- Provides video graphic and still photography services for college events.
- Responsible for major news releases from the college.

Supervisory Duties

- One work-study student.
- Ex Officio on the Community Relations SOAR Committee

**WORKING CONDITIONS:**

- Limited outside travel to media sources and college events.
- Ability to work flexible hours to accommodate such college needs as completion of deadline related materials or evening or weekend activities.
- Requires long periods of sitting and efficient use of computer related technology such as keyboard and mouse.

Salary Range \$34,757 – 39,728 annually, based on experience and credentials

Reviewed by Supervisor: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Date