Title: Director, College Relations

Pay Scale Group: 18

Essential Function

Under general supervision from a designated administrator, responsible for planning, developing and implementing marketing, communications, public relations, arts programming and information for a college.

Characteristic Duties

- Plan, develop and implement the marketing and communications strategy for a college.
- Direct all public relations services for the college including media relations and all channels of communication.
- Direct the planning, writing, design, production and distribution of all college publications.
- Plan and direct the college’s cultural arts programs, such as performances, art gallery, artwork displays and special cultural events. Provide input to the development of major college events to ensure integration with strategic plan.
- Plan and execute public and community relations activities, including supervision of college faculty speakers’ bureau.
- Manage budgets and other resources for the functional areas assigned.
- May provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).
- Perform related duties based on departmental need.

Minimum Qualifications

- Bachelor’s degree with five (5) years experience; -OR- Associate’s degree with seven (7) years experience; -OR- nine (9) years experience. Degree must be in marketing, public relations, communications, English, journalism, art/design or related field. Experience must include at least three (3) years supervision.

Last updated: January 2007