



## JOB DESCRIPTION

<b>JOB TITLE:</b> Director of Public Affairs	<b>FLSA:</b> Exempt
<b>Department</b> Public Affairs	<b>Date:</b> 5/16/2018
<b>Security Sensitive:</b> Yes	<b>Grade:</b> D-62
<b>Reports To:</b> Vice President for Administration	

### Job Summary

Under the direction of the Vice President for Administration, the Director of Public Affairs serves in a leadership role for the public relations and marketing of Galveston College, its programs, mission and goals. The Director is responsible for the development and marketing of all media and advertising for the College and oversees the development and delivery of information both internally and externally for the College.

### Essential Functions

- Develops, implements, and manages a comprehensive annual communications / marketing plan and calendar;
- Develops, implements and evaluates activities in support of the College's marketing and external communication plan, as well as the internal communication plan;
- Coordinates all College advertising and promotion;
- Serves as a key spokesperson with the media, providing timely release of information, while anticipating and responding to inquiries;
- Works with numerous community and business groups to assure the College's representation at community events;
- Represents the College in the community, at public events and on campus, speaking to groups as requested;
- Represents the College's regional marketing strategies through the Gulf Coast Consortium;
- Works closely with the President and Vice presidents on all activities and events necessary to maintain a positive public image for the College;
- Informs College President and Vice Presidents of public opinion regarding the College;
- Coordinates the development, editing, printing, and web publication of all College publications;
- Oversees the content of the College's website, webpages, and social media tools on behalf of the College. Makes regular posts to various social media outlets (Facebook, twitter, YouTube, etc.);
- Reviews every College publication, advertisement, and photo to ensure brand compatibility and standards conformity;
- Works closely with the Vice Presidents to devise strategies to promote recruitment, retention, programs, and achievements;
- Develops strategies to regularly inform and promote the College's athletic programs to the student body, faculty, staff and the general public;
- Develops and monitors the department's budget;

- Coordinates general advertising (print, broadcast, electronic message board, and outdoor advertising) for the College;
- Coordinates special events for the College, i.e. annual employee awards banquet, employee holiday celebration and dinner, etc;
- Serves on College committees as assigned;
- Maintains confidentiality of information exposed to in the course of business regarding students, supervisors or other employees;
- Contributes to a safe educational and working environment by participating in all drills and training and being prepared to take action should a health or safety emergency occur;
- Requires the kind of teamwork, supervision, and personal interaction, that cannot be had in a home office situation; therefore, regular and predictable on-site attendance is a job requirement;
- Performs other duties as assigned.

### **Minimum Education, Skills and Abilities**

- A bachelor's degree in journalism, marketing, public relations, mass communications, or a closely related field and experience in marketing or a closely related field;
- Demonstrated record of leadership and accomplishment in the field of marketing and public affairs;
- Demonstrated computer skills, especially web design and maintenance as well as Microsoft Office applications;
- Ability to work collegially and collaboratively;
- Demonstrated excellent written and verbal communication skills;
- Demonstrated technical writing skills;
- Demonstrated strong interpersonal skills;
- Ability to provide information in a variety of formats and media to promote the College to various individuals and entities from diverse backgrounds;
- Ability to meet a flexible work schedule, including some evenings and/or weekends;
- Ability to work under stress;
- Ability to travel and/or participate in meetings, conferences, and other related activities;
- Average agility and good physical condition;
- Ability to lift and carry moderately heavy materials weighing up to approximately 25 to 30 pounds.

### **Preferred Education, Skills, and Abilities**

- A master's degree in journalism, marketing, public relations, mass communications, or a closely related field and a minimum of five years of experience in marketing or public affairs, or a combination of a bachelor's degree and 7 years of experience, and
- Experience in a college or university setting, non-profit service organization, or the private sector related to marketing and public affairs.

### **Work Environment**

- Work primarily, but not exclusively, in a climate controlled environment with minimal safety/health hazard potential or work hazards;
- Off-campus meetings and marketing presentations may require display preparation and assembly;
- Other events may include staffing and maintaining off-campus event booths which may be indoors or outdoors;

- Work may require sitting, near vision use for reading and computer use, lifting, stooping, bending, stretching, walking, standing, pushing, pulling, reaching, and other physical exertion.

**Special Requirements**

- Subject to a criminal background check prior to employment.

NOTE: The above statements are intended to describe the general nature and level of work being performed by the person assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills and physical demands required of personnel so classified.

APPLICANT: Are you capable of performing in a reasonable manner the activities involved in the job or application for which you have applied? \_\_\_\_\_

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Signature

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Date