



Communications Manager

Institutional Advancement

IA/10

JOB SUMMARY

The Communications Manager is to manage the news media, communications, and publication efforts for the College. The Communications Manager holds a community oriented position with extensive inter campus communications. This manager also acts as an additional support mechanism for the College through communication, cultivation, recognition opportunities, and the implementation of beneficial services.

MAJOR DUTIES

- Direct the development of the new DSC website
- Direct the development of an internal website for faculty, staff, and current students
- Oversees and supervised the content of the College's website, webpages, and social media tools on behalf of the College
- Writes and posts messages through social media channels, including but not limited to Facebook, Twitter, Instagram and YouTube.
- Monitors social media activity involving Dartton College, including messages created by external constituents.
- Produces YouTube videos, including promotional videos, evening highlights and instructional videos for online courses
- Develops, implements, and evaluates a comprehensive annual communications plan for external audiences including but not limited to: business leaders, donors, alums, and community at large.
- Develop, implements, and evaluates an internal communication plan for the college for faculty, students, and staff.
- Serve as media relations contact for the campus and coordinate coverage of events, press conferences, and other events as determined by Chief Advancement Officer.
- Provide timely release of information to press, while anticipating and responding to inquiries
- Design communication pieces for intercampus use
- Write, design, and edit newsletters outlined in the communications plan
- Develop community interest stories of students, alumni, staff, and faculty for press releases, publications, events, and media pitches.
- Serve as campus photographer for college events. Coordinate contract photographer for commercial and external use.
- Supervise Communications student worker.
- Assist and manage communications for all Institutional Advancement projects and initiatives.
- 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
- Reviews every College publication, advertisement, and photo to ensure brand compatibility and standards conformity
- Coordinates efforts of Athletic Department Communication staff with overall strategies of the college to regularly inform and promote the College's athletic programs to the student body, faculty, staff and the general public
- Works closely with the Student Affairs to devise strategies to promote recruitment, retention, programs, and achievements.

- Develops and monitors the department's budget and create new efficiencies for the department.
- Serves on College committees as assigned
- Maintains confidentiality of information exposed to in the course of business regarding students, supervisors or other employees
- Performs other duties as assigned

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of media relations
- Skill in utilizing various Social Media platforms
- Skill in the operation of computers and job related software programs.
- Skill in decision making and problem solving.
- Skill in interpersonal relations and in dealing with the public.
- Skill in oral and written communication.

SUPERVISORY CONTROLS

The Dean, Institutional Advancement assigns work in terms of very general instructions. The supervisor spot-checks completed work for compliance with procedures and the nature and propriety of the final results.

GUIDELINES

Guidelines include the Associated Press Style Manual and college and department policies and procedures. These guidelines require judgment, selection and interpretation in application.

COMPLEXITY/SCOPE OF WORK

- The work consists of varied public relations and marketing duties. Tight deadlines contribute to the complexity of the position.
- The purpose of this position is to coordinate the college's marketing and public relations activities. Success in this position ensures the efficient and effective delivery of information to the targeted audiences.

CONTACTS

- Contacts are typically with co-workers, other college employees, community members, vendors, advertising consultants, photographers, videographers, printers, students, members of the news media, and members of the general public.
- Contacts are typically to provide services, to give or exchange information, to resolve problems, or to motivate or influence persons.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table or while standing or walking.
- The work is typically performed in an office.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

This position supervises assigned part-time personnel and student workers.

MINIMUM QUALIFICATIONS

- Bachelor's Degree in Journalism, Communications, Public Relations or other closely related field
- Minimum 5 years public relations or communications related experience.
- Experience in a college or university setting, non-profit service organization, or the private sector related to communications.