

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: DIRECTOR OF MARKETING AND PUBLIC RELATIONS

PAY GRADE: A-14

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITY:

To develop and implement a marketing, public relations and information program for the college.

At the College of Central Florida, our vision is "To be the first choice for quality higher education in our community." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable and engaged.

PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or training: Bachelor's degree required from an accredited college or university, in public relations or a related field, i.e., marketing, journalism or communications. Masters degree preferred. Accreditation in Public Relations (APR) recommended.
2. Years of experience in field: A minimum of four years of experience in a related marketing, communications or publications field required.
3. Special skills or abilities related to position: Positive human relations skills. Ability to establish working relationships with employees and the public. Knowledge of college operations and services. Preferred proficiency in photography, graphic arts software, and social media. Mastery of business English, grammar, spelling, usage and Associated Press (AP) style. Expertise in public relations principles and techniques according to Florida Publication Relations Association standards. Proficiency in publication production including background research, composing and editing. Public speaking skills.

Revised 9-9-14

Revised 11-26-13 - Supervisor chgd

Revised 06-13-13

Revised 02-14-13

Revised 10-10-12

Revised 10-05-12

Revised 10-07-10

Revised 5-1-07

ESSENTIAL JOB FUNCTIONS:

1. Strategize with college administration to develop and implement a comprehensive marketing and public relations plan that supports the college vision and mission.
2. Establish and manage the marketing and public relations budget accordance with college policy.
3. Manage the brand of the college and continually monitor the effectiveness of the institution's image.
4. Maintain the integrity and standards of college branding through marketing approval process according to college policies.
5. Prepare speeches, introductions and remarks for the president as requested.
6. Serve as liaison to the president staff, museum and foundation.
7. Ensure timely and accurate proofreading and final approval for printing of documents from Appleton, Citrus, Hampton, Levy and Marion locations according to college procedures.
8. Serve as the Public information Officer.
9. Manage and leverage the college website as a marketing tool and information gateway in support of the CF mission with a focus on usability, functionality, navigation and design.
10. Establish and maintain effective relationships with print, online and broadcast media representatives in order to direct the flow of information to CF's external stakeholders.
11. Be the first point of contact for all media including press conferences and generating of news releases.
12. Serve as primary communications contact during emergency situations as part of the emergency response team.
13. Direct and take an active role in the initiation, design, writing and editing of copy for feature articles, news releases, announcements and website maintenance.
14. Represent the college through internal and external speaking opportunities.
15. Act as the contract manager for college publications and other marketing resources.
16. Develop production schedules and coordinate recurring and special publications such as the college annual report, fact book, magazine, recruiting and orientation materials, etc.
17. Oversee the CF Information Center and manage the staff as a primary source of information for telephone, email and walk-in customers.
18. Manage and supervise marketing and public relations staff, interns and contract workers.
19. Due to the scope of responsibility of this position and the need for the college to communicate both during the weekday and after regular work hours, the employee must possess a cell phone and provide the number to Human Resources, the immediate supervisor, and the Vice President of Administration and Finance.

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ESSENTIAL JOB FUNCTIONS (continued):

20. Ability to work a flexible schedule including evenings and weekends.

(These essential job functions are not to be construed as a complete statement of all duties performed.)

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without hearing aid)
- Ability to communicate both orally and in writing on a telephone and on a computer for extended periods of time.
- Routinely requires sitting at a desk and viewing a display screen for extended periods of time
- Ability to access, input, and retrieve information from a computer or other electronic device
- Routinely requires Moderate (up to 40 pounds) lifting and carrying
- Routinely requires Walking, Standing, Sitting, Kneeling, Stooping, Reaching up, Twisting and Bending.

ENVIRONMENTAL CONDITIONS:

- Works inside in an office environment.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

PRIMARY LOCATION OF JOB: Ocala Campus

SUPERVISOR OF POSITION: Vice President of Institutional Effectiveness and College Relations

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