

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: MANAGER - MARKETING AND PUBLIC RELATIONS

PAY GRADE: P-4

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITY:

To assist the director in the development and implementation of marketing, public relations, and communications programs for the college; plan and coordinate special events; and represent the college and president in the community.

At the College of Central Florida, our vision is to be "Your first choice for quality higher education." 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. Master's degree preferred. Accreditation in Public Relations is recommended.
2. Years of experience in the field: Two years of experience in a related communications or publications field is required with previous experience with an educational institution preferred.
3. Special skills or abilities related to the position: Positive human relations skills. Exceptional oral and written communication skills including grammar, spelling, and punctuation. Proficiency in Microsoft Office programs. Ability to establish and maintain effective working relationships with employees, professional contacts, media, vendors, and the public. Proficiency in research and editing techniques used in publications. Knowledge of communications techniques, including photography and graphics. Knowledge of public relations principles and techniques. Familiarity with website content management systems. Knowledge of college operations and services. Public speaking skills. Experience with Adobe Creative Suite is a plus.

ESSENTIAL JOB FUNCTIONS:

1. Assist the director of Marketing and Public Relations as assigned with the operation of the department and development of the overall marketing campaign strategy.
2. Lead the production and serve as assistant editor of the college magazine.
3. Initiate, write, and edit copy for feature articles, news releases, radio scripts, and announcements for their subsequent dissemination and/or publication.
4. Lead the production of recurring publications such as the Annual Report, View Book, Financial Aid Guide, brochures, etc., from start to finish: coordinate production schedules, prepare specifications, develop themes, coordinate photography and graphics, and develop editorial content.
5. Serve as a primary proofreader for collegewide materials and publications, reviewing for Associated Press style, grammar, and punctuation.
6. Create a strategy, develop content, and monitor social media accounts to ensure ongoing engagement with potential students, their influencers, and the local community.
7. Develop content for employee news blogs and publish a weekly newsletter.
8. Work with the director of Marketing and Public Relations to create concepts for video productions promoting the college.
9. Assist with the recruitment, supervision, and training of interns and part-time staff.
10. In the absence of the director of Marketing and Public Relations, attend meetings
11. and serve as public information liaison to the media.
12. Maintain the CF Style and Media Guide and provide collegewide employee training
13. sessions to ensure consistent branding and inclusion of critical information such as equity and accreditation statements.
14. Assist with management and oversight of the college website usability, functionality,
15. navigation and design.
16. Assist in planning, coordinating, and implementing receptions, luncheons, groundbreaking, ribbon cuttings, etc. for college leadership.
17. Serve as backup to photograph college events.
18. Be prepared to change tasks or handle situations that the director of Marketing, Public, and Community Relations thinks are appropriate for this position and/or are necessary for the proper functioning of the department.

(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 accommodations may be made to enable individuals with disabilities to perform essential functions.

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without a hearing aid).

PHYSICAL DEMANDS (continued):

- Ability to clearly 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 an office environment.

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

PRIMARY LOCATION OF JOB: EWERS CENTURY CENTER, OCALA CAMPUS

SUPERVISOR OF POSITION: DIRECTOR OF MARKETING, PUBLIC AND COMMUNITY RELATIONS