

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: MANAGER – COMMUNITY RELATIONS

PAY GRADE: P-4

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITY:

Work with the director of Marketing and Public Relations to develop and implement a public relations program for the college to include coordination of community outreach programs and special events; represents the college 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, business management or a related field. Master’s degree preferred.
2. Years of experience in field: Three years’ experience in a community relations, public relations or media relations field required; previous experience with an educational institution preferred.
3. Special skills or abilities related to position: Ability to establish and maintain effective working relationships with students, faculty, staff and other constituents of the college and the community at large. Exemplary oral and written communications skills. Proficiency in Microsoft Office programs. Knowledge of college operations and services. Knowledge of communications techniques. Proficiency in business English, grammar, spelling and punctuation. Knowledge of public relations principles and techniques. Knowledge of research and editing techniques used in publications. Public speaking skills.

ESSENTIAL JOB FUNCTIONS:

1. Work with the director to develop and implement a community/public relations program for the college to include coordination of community outreach programs and special events in support of the college’s strategic priority to strengthen collaborations and partnerships.

ESSENTIAL JOB FUNCTIONS: (Continued):

2. Establish and maintain relationships with community representatives. Serve as the college representative to select community groups as determined by the college president.
3. Serve as point of contact for Citrus and Levy campuses to coordinate marketing and public relations requests.
4. Work in collaboration with academic and administrative units in the development and implementation of community relations initiatives.
5. Plan, coordinate and implement receptions, luncheons, etc., for college and civic groups hosted by the president; coordinate and host receptions for college functions on and off campus; assist in coordinating arrangements for college and civic meetings in conjunction with other departments at the college and Appleton Museum of Art. Supervise events staff as needed.
6. Manage the marketing aspects of collegewide events to ensure brand quality.
7. Conduct targeted market research through interviews and focus groups among faculty, staff, students and community members to gather data to support departmental decision-making.
8. Supervise the communications center staff and its operations.
9. Provide support for day-to-day marketing services such as proofreading and writing, as needed.
10. Represent the Marketing and Public Relations department at appropriate institutional meetings.
11. Provide campus tours to community members when requested.
12. Be prepared to change tasks or handle situations that the director of Marketing and Public Relations thinks 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 the essential functions.

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

PHYSICAL DEMANDS (Continued):

- 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: Building 40, Ewers Century Center – Room 102,
Ocala Campus

SUPERVISOR OF POSITION: Director of Marketing and Public Relations