

# COLLEGE OF CENTRAL FLORIDA

## JOB DESCRIPTION

JOB TITLE: MANAGER - MARKETING AND PUBLIC RELATIONS

PAY GRADE: P-13

OVERTIME STATUS: EXEMPT

### MAJOR RESPONSIBILITY:

To assist the director in the development and implementation of marketing, public relations and communications program for the college; plans and coordinates special events; and represents the college and president in the community.

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. Master's degree preferred. Accreditation in Public Relations recommended.
2. Years of experience in field: Two years of experience in a related communications or publications field required, with previous experience with an educational institution preferred.
3. Special skills or abilities related to position: Positive human relations skills. Exceptional oral and written communications skills to include 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 a plus.

ESSENTIAL JOB FUNCTIONS:

1. Assist the director of Marketing and Public Relations as assigned with the operation of the department.
2. Lead the production and serve as assistant editor of the college magazine.
3. Initiate, write and edit copy for feature article, news releases and announcements and their subsequent dissemination and/or publication.
4. Lead the production of recurring publications such as 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 primary proofreader for all collegewide materials and publications, reviewing for Associated Press style, grammar and punctuation.
6. Create strategy for social media accounts to ensure ongoing engagement with current and potential students and other constituent groups.
7. Develop content for employee news blog and publish weekly newsletter.
8. Work with Enrollment Management team to develop communications for moving students through the enrollment funnel.
9. Work with director of Marketing and Public Relations to create concepts for video productions promoting the college.
10. Lead public relations outreach through radio talk show.
11. Direct the recruitment, supervision, and training of interns and part-time staff.
12. In the absence of the director of Marketing and Public Relations, attend meetings and serve as public information liaison to the media.
13. Serve as back up to photograph college events and provide portrait services as needed for college faculty, staff, student groups, etc.
14. Maintain the CF Style and Media Guide and provide college wide employee training sessions to ensure consistent branding and inclusion of critical information such as equity and accreditation statements.
15. Assist with management and oversight of the college website usability, functionality, navigation and design.
16. Assist in planning, coordinating and implementing 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/civic meetings in conjunction with other departments and the museum.
17. Provide campus tours to community members when requested.
18. 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

PHYSICAL DEMANDS continued:

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 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: Ewers Century Center, Ocala Campus

SUPERVISOR OF POSITION: Director - Marketing and Public Relations