POSTING: Director of Marketing and Public Relations

DATE: January 18, 2022

SCOPE OF RESPONSIBILITY:

The Director of Marketing and Public Relations serves as the communication liaison for the College and provides day-to-day management of the College’s marketing and public relations activities. The Director of Marketing and Public Relations is responsible for leading, supporting, and coordinating the College’s public relations with internal and external stakeholders, all news media including print and electronic, community groups, and the public. This position works closely with all entities of the College to create a comprehensive, proactive public relations strategy and marketing plan for the College. The Director of Public Relations leads the College’s marketing efforts for all areas of the College in support of the College’s goals and needs. The Director of Public Relations ensures that branded messages are conveyed appropriately, edited, consistent, timely, and relevant.

ESSENTIAL JOB FUNCTIONS, DUTIES & RESPONSIBILITIES:

1. Develops and implements a strategic plan and polices ensuring communications consistency for the marketing and public relations of the College, to include but not limited to targeted enrollment initiatives, using data and input from the College, community, partners stakeholders, peer institutions, and research.
2. Maintains professionalism in communications and presents a favorable image of the College at all times.
3. Maintains effective working relations with all media outlets.
4. Maintains positive, effective, cooperative, and professional relationships with team members internally and externally.
5. Manages internal and external communication efforts.
6. Collaborate with web and social media staff to ensure integration across all communications channels.
7. Responsible for writing, editing, and proofreading press releases, articles, announcements, presentations, profiles, and stories highlighting students and programs that support the College and campus communications to meet the College’s outreach efforts.
8. Develops and maintains electronic periodicals, reviews publications, drafts media releases, participates in recruitment activities, and represents the College at activities and events.
9. Coordinates and supervises all media relations for the College to ensure accurate and timely coverage of college events and news.
10. Works in conjunction with the Information Technology Department to monitor, maintain, and continually improve the College’s website and social media communications in support of the College’s marketing goals.
11. Coordinates and directs all college marketing and community activities to best represent the College to a variety of audiences in an effort to increase student enrollment and the overall college advertising campaign.
12. Works closely with the Department Heads, Deans, and Directors regarding the printing, production, and quality assurance of all brochures, flyers, and informational publications that relate to the College and its programs.
13. Arranges and organizes media days to facilitate positive relationship building and dialog between college officials and representatives from print and electronic media.

14. Schedules and facilitates regular media exposure for the President and College.

15. Provides marketing and media support for college-sponsored events and activities on all campuses including those sponsored by the Foundation and Alumni Association.

16. Manages daily reports to the Alabama Community College System office.


18. Manages projects and plan/organize events such as press conferences, exhibitions, open house, and press tours.

19. Coordinates and collaborates with outsourced resources to manage marketing and communications goals and objectives to include graphic design, banner advertising, digital signage, billboard advertising, and all other internal and external communications.

20. Coordinates the photography and video needs and other relevant activities for special College events.

21. Responds to media requests for information and develops positive and productive relationships with media contacts.

22. Manages the budget of the marketing and public relations department.

23. Oversees printing, production, and distribution of the annual College report.

24. Represents the College on various local and state committee(s), taskforce(s) and/or professional organizations to advance the institutional mission and community quality of life.

25. Performs other duties as assigned by the Dean of Student Affairs and Information Services.

26. Complies with all policies of the ACCS Board of Trustees, the Alabama Community College System, and the College.

**REQUIRED MINIMUM QUALIFICATIONS:**
1. Bachelor's degree in communications, journalism, marketing, or public relations from a regionally accredited institution.
2. Two (2) years of experience in public relations or marketing.

**PREFERRED QUALIFICATIONS:**
1. Master's degree from a regionally accredited institution.
2. Minimum of three (3) years of experience in a supervisory or leadership/administrative role.

**REQUIRED KNOWLEDGE, SKILLS, and ABILITIES:**
1. Ability to work independently, receiving a minimum of supervision and guidance.
2. Effective oral and written communication skills.
3. Ability to function in an automated work environment.
4. Ability to plan, organize, coordinate, and manage complicated tasks.
5. Ability to lead staff to achieve productivity.
6. Ability to utilize a PC and related hardware and software including Microsoft Word, Excel, PowerPoint, and Outlook.
7. Ability to communicate by using PC, telephone, and written media.

Salary range is $65,000 to $75,000 based on qualifications according to the Trenholm State Salary Schedule C3.

**ANTICIPATED STARTING DATE:** On or before March 1, 2022
APPLICATION DEADLINE: February 8, 2022, 5:30 p.m.

APPLICATION PROCEDURE: Vacancy Announcements and Employment Applications are available at https://www.trenholmstate.edu/college-information/human-resources/#jobs and by contacting the Office of Human Resources at (334) 420-4442 or ybrown@trenholmstate.edu. Application materials may be delivered to the Office of Human Resources, Room B107 of the Administration Building on the Trenholm Campus, or submitted via U.S. mail to the following address: Trenholm State Community College, Office of Human Resources, P.O. Box 10048, Montgomery, AL 36108 or emailed to humanresources@trenholmstate.edu. Applications currently on file must be resubmitted for this position. If you are applying for more than one position, submit a complete packet for each position. Once submitted, all application packets become the property of Trenholm State. The submission of all application materials (an application packet) postmarked to the Office of Human Resources by the application deadline is the sole responsibility of the applicant. Delinquent and unsigned application packets/documents will not be accepted. Only complete application packets will be considered.

A completed application packet consists of:

- A completed official College employment application; “See resume or attached” will not be accepted.
- A current résumé.
- Three (3) signed letters of reference.
- Copies of all relevant transcripts. Transcripts copies must show the identification of the institution, the identification of the applicant, and verify that the applicant has received the minimum degree requirements as stated in the “Required Qualifications” section. The person chosen to fill the position is required to furnish official transcripts prior to the completion of the first semester of employment.

*As a condition of the employment offer, the applicant chosen to fill the position will be required to submit letters of verification from previous or current employer verifying the work experience stated in the “Required Qualifications” section. The letters of verification must include the applicant’s beginning and ending dates of employment, employment title, and indicate if the employment was full or part time.

**Applicants who fail to submit a complete application packet will not be considered.**

OTHER INFORMATION:
Applicants must adhere to the College’s prescribed interview schedule and must travel at their own expense. Trenholm State Community College reserves the right to withdraw any job announcement at any time prior to the awarding.

More than one position in the same job classification may be filled from the applicants for this position should another vacancy occur during the search process.

*In accordance with Alabama Community College System policy and procedures, the applicant chosen for employment will be required to sign a consent form and to submit a nonrefundable fee of $17.40 (additional charges may apply) for a criminal background check. Employment will be contingent upon the receipt of a clearance notification from the criminal background check. Trenholm State Community College is an active participant in the Employment Eligibility Verification Program (E-verify). E-verify electronically confirms an employee’s eligibility to work in the United States as required by the Department of Homeland Security.*

It is the policy of the Alabama Community College System, including all postsecondary community and technical colleges under the control of the Alabama Community College System Board of Trustees, that no employee or applicant for employment or promotion, on the basis of any impermissible criterion or characteristic including, without limitation, race, color, national origin, religion, marital status, disability, sex, age, or any other protected class as defined by federal and state law, shall be excluded from participation
in, be denied the benefits of, or be subjected to discrimination under any program, activity, or employment. Trenholm State will make reasonable accommodations for qualified disabled applicants or employees).

Trenholm State Community College is an equal opportunity employer.