

<b>Job Title:</b>	<b>Director of Public Relations</b>	<b>Job Number:</b>	<b>PRES-0007</b>
<b>Department:</b>	<b>President – Public Relations</b>	<b>Job Grade:</b>	<b>33</b>
<b>Reports To:</b>	<b>President</b>	<b>FLSA Status:</b>	<b>Exempt</b>

**Job Purpose and Objectives:**

Responsible for managing and coordinating all public relations efforts and implements appropriate branding of the institution through all graphic design services of Labette Community College.

**Supervisory/Management Responsibilities:**

Yes  No This position is responsible for the supervision/leadership of employees, which includes making employment-related decisions and/or recommendations, and formally evaluating performance.

**Supervisory/Management Competencies (applicable to all organizational employees in supervisory/management positions):**

**People Management:** Clearly defines subordinate roles and responsibilities; motivates employees to perform and delegates work effectively; applies consistent performance standards and handles performance problems decisively and objectively; leads by example.

**Operations Management** – Directs and guides operations in alignment with organizational and departmental overall goals and objectives; ensures the execution of efficient processes to maximize organizational and departmental resources; utilizes operational knowledge to make sound decisions.

**Strategic Leadership:** Determines the strategic direction of the team or department in alignment with overall organizational goals; effectively communicates strategies internally and externally; creates a culture to support strategies and provides mechanisms to implement them; fosters buy-in and enthusiasm with employees.

**Job Competencies: Essential Functions** include the following. Duties and responsibilities, as required by business necessity may be added, deleted, or changed at any time at the discretion of management, formally or informally, either verbally or in writing. Schedule and shift assignments and work location may be changed at any time, as required by business necessity.

1. Supervises, directs and evaluates assigned staff, addresses employee concerns and problems, directs work, counsels, disciplines and completes employee performance appraisals
2. Establishes written public relations goals and objectives that are intended to advance institutional goals each year
3. Assists the President and/or administration with written and oral internal and/or external communication
4. Ability to originate publications and implements strategic communication plans
5. Edits and approves all materials to be distributed to the public and news media that ensures promotional in nature and/or positive reflection on the image of the college
6. Coordinates, designs and approves the production of other college publications
7. Takes photographs and videography for publicity, sports information, graphic services, social media and the website
8. Coordinates and approves all web materials and facilitates web updates with Webmaster
9. Serves as the college social media manager
10. Produces and maintains materials for electronic signage and events calendar
11. Develops advertising materials for admissions, the student recruitment department and for general public information
12. Coordinates the production of publications with private vendors
13. Negotiates and purchases advertising with media sources
14. Creates marketing campaigns in both generic and program specific
15. Plans and implements events to promote positive public relations and maintains close relationship with area media
16. Advises the President and Vice President on the college's external and internal public relations issues
17. Plans and implements, or assists, with special public relations events
18. Organize other personnel or volunteers to assist with events as needed
19. Ability to implement a departmental budget
20. Ability to work a flexible schedule with evening or weekend activities if needed
21. Enforces and maintains compliance with all federal, state and local laws and ordinances
22. Performs other duties as assigned or deemed necessary
23. Complies with all organizational and departmental policies and procedures
24. Operates all job-related equipment, machinery, tools and other aids as required or needed
25. Protects and maintains any confidential information you have access to, whether oral, written, or electronic
26. Travel may be required on occasion

**Position Requirements and Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Position Requirements:**

1. Bachelor's degree in public relations or a major in which substantial academic coursework was completed in the principal areas of stated job duties
2. Previous experience as a public relations professional may be substituted for the education requirement on a one-year experience to one year of college basis
3. Three years of full time management or professional level experience in public relations or a similar occupation

**Certifications / Licenses:**

1. Valid Driver's License

**Skills/Knowledge/Abilities:**

1. Advanced knowledge and execution of journalism, communications, graphic design, news writing, photography and visual/audio productions
2. Excellent intrapersonal skills and ability to create rapport with the public and college personnel
3. Knowledge of the practices and standards of the professional field of public relations
4. Excellent communication, organization, planning and public speaking skills
5. Expansive knowledge of advertising methods applicable to all media applications
6. Organize and implement various events and ceremonies
7. Ability to develop and manage the department budget
8. Efficient use of all computer programs and software
9. Well-developed writing skills relating to advertising and publications
10. Excellent time management skills and ability to multi-task and prioritize work
11. Ability to fulfill all duties with minimal supervision and to work independently
12. Assess situations rapidly and make logical decisions in a timely manner
13. Analyze facts and exercise sound judgment
14. Ability to effectively manage projects and multiple priorities simultaneously
15. Strong written and verbal communication skills
16. Problem solving and critical thinking skills
17. Strong math, spelling, computer, and calculator abilities
18. Ability to communicate in a professional, calm and courteous manner with the general public and employees
19. Attention to detail

**Work Environment and Physical Demands:** The work environment characteristics and 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

- Must be able to perform the essential functions of the job, with or without accommodation.
- Must be able to work in a multi-tasked, high-volume environment.
- Daily attendance is required, schedules may fluctuate to accommodate needs, deadlines and delivery of services. Attendance is required at position and college meetings and trainings, some of which may be out of the primary work area.
- Frequent periods of sitting, standing, walking, and carrying items will be required.
- Average use of computer, phones, and other position related technology required per position.
- Office located on   2nd   floor of building. Office with   1   # windows.

Confidential and/or sensitive information, if any, is accessible by an employee to perform the duties of the job:

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|--|--|
| <input checked="" type="checkbox"/> Employee Information           | <input checked="" type="checkbox"/> Managerial Information   |
| <input checked="" type="checkbox"/> Organizational Information     | <input checked="" type="checkbox"/> Professional Information |
| <input checked="" type="checkbox"/> Customer / Contact Information | <input type="checkbox"/> Other:                              |

Personal contacts an employee makes with others (face-to-face and telephone) to perform the duties of the job:

- Within the immediate organization, department, office, project, or work unit, and in related or support units; and/or with members of the public in very highly structured situations

- With employees in the same organization, but outside the immediate department or division and/or with members of the public, as individuals or groups, in a moderately structured setting
- With individuals or groups from outside the organization in a moderately unstructured setting. The contacts are not established on a routine basis; the purpose and extent of each contact is different
- With high-ranking officials from outside the organization at national or international levels in highly unstructured settings

**Acknowledgement:**

*This job description was reviewed with me and I understand that nothing in this job description restricts The Organization's right to assign, reassign or eliminate duties and responsibilities to this job at any time This job description reflects The Organization's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions This job description is not intended as a contract of employment, nor to be construed as a guarantee of employment for any specific period of time or any specific type of work I agree and acknowledge that my employment is "at will" and can be terminated, with or without cause or notice, at any time by The Organization or myself*

Employee Name (Print)	Signature	Date
Supervisor / Department Director (Print)	Signature	Date

Revision History			
Revision #	Revision Author	Date	Description of Revision(s)
00	Hayley Howe- TAG	06/01/2024	Formatted and finalized from previous JD and job analysis questionnaire/process
01			
02			
03			