



# Shawnee Community College Job Description

## Title: Executive Director of Public Information & Marketing

<b>Reports to:</b> <u>President</u>	<b>Location:</b> <input checked="" type="checkbox"/> Main <input type="checkbox"/> Anna <input type="checkbox"/> Cairo <input type="checkbox"/> Metro <input type="checkbox"/> Vienna
<b>Division:</b> <u>Executive</u>	<b>Department:</b> <u>Public Information &amp; Marketing</u>
<b>Classification:</b> <u>Administrative</u>	<b>Level:</b> <u>15</u>
<b>FSLA:</b> <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	<b>Status:</b> <input checked="" type="checkbox"/> FT <input type="checkbox"/> PT <input type="checkbox"/> Temp
<b>Effective Date:</b> <u>05/15/23</u>	<b>Grant:</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

### SUMMARY

The Executive Director of Public Information & Marketing is the College's Chief Communications Officer and provides leadership in matters related to Public Information & Marketing (PIM). Collectively, PIM functions include: strategic messaging (i.e. internal, external, and emergency communications); marketing, advertising, and promoting College activities, services and events; improving the College's online presence, including the website, social media channels, and other digital communications platforms; market research; public relations; creative services; media relations; government affairs; and, graphic standards & brand management. As a member of the College's senior leadership team, this position provides support to the President and other senior-level staff aimed at accomplishing the College's strategic initiatives, improving service to students and the community, and enhancing the College's reputation and image. Finally, this position will serve as a representative of the President, as directed, particularly with key community and governmental stakeholders.

### MINIMUM QUALIFICATIONS

- Bachelor's in Public Relations, Marketing, Communications, Journalism, Business, Digital Media, or a related discipline.
- 3-5 years of experience and a demonstrated track record of accomplishment in public information, marketing, public/governmental relations, community outreach, or public policy.

### Preferred:

- A Master's degree in a related discipline.
- Experience in Radio/TV content development and reporting.
- American Marketing Association Certifications (e.g. Digital Marketing, Content Marketing, etc.)

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

### LEADERSHIP

1. Create and sustain a supportive College culture that engages employees, recognizes diversity, ensures equity, promotes inclusion, and creates a sense of belonging by fostering an environment of teamwork, accountability, communication and vision.
2. Collaborate with senior leadership to ensure internal and external communication activities support the attainment of the College's strategic initiatives.
3. Counsel & coach employees on matters relating to public engagement, promotion, and online presence.
4. Conduct research and analyze performance trends, including review of reports and analytics, to make informed decisions aimed at improving the College's PIM activities.
5. Maintain knowledge of trends, best practices, regulatory changes, and new technologies in marketing, promotion, and eCommerce; apply this knowledge to guide senior leaders and shared governance councils/teams with changes in policy, practice, and implementation of strategic initiatives.
6. Advise the President on matters relating to PIM activities.
7. Create and implement brand standards; protect the College's brand and trademarks; oversee the use (and purchase) of all promotional materials (e.g. web videos, brochures, presentations, webpage creation, letters, etc.) to ensure consistent messaging and adherence to brand standards.
8. Lead the preparation, review, production and distribution of all College print and electronic publications, news releases, articles, announcements, presentations and other public communications.
9. Represent the College at various community, civic, professional meetings, and conferences, as directed by the President.
10. Establish and work with a PIM advisory committee.



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## ADMINISTRATION/MANAGEMENT

1. Ensure students, employees, external partners, and the public receive excellent customer service in all interactions with the Office of Public Information and Marketing.
2. Plan, lead, develop, coordinate, and implement policies, processes, training, initiatives, and feedback mechanisms to support the College's PIM and strategic planning initiatives.
3. Oversee the administration of PIM programs and services.
4. Work collaboratively with the Director of Information Technology to enhance the functionality and appearance of the College's website; review and approve all web related promotional products.
5. Manage all College social media accounts and make improvements to maximize visibility and impact.
6. Create digital media content, including video/audio files, to be used for internal and external promotion.
7. Plan, write, and produce promotional materials and other external communications.
8. Purchase all College advertising, media buys, and promotional content.
9. Coordinate photographic, graphic, and creative services for the College.
10. Develop and maintain effective relationships with local media services/outlets.
11. Implement a strategic decision-making framework/system (i.e., Shawnee Community College Effectiveness System); identify, track, and continuously improve key metrics/measures to assist with achieving strategic priorities; implement and maintain data visualization tools (i.e. dashboards, analytic software, etc.) to communicate the effectiveness of PIM initiatives.
12. Field community and media requests for Presidential appearances and coordinate the appropriate substitute for speaking engagements, when necessary.
13. Prepare speeches, internal communications, and create public presentations for the President.
14. Collaborate with regional organizations, County Boards, City Councils, economic development partners, nonprofits, and educational institutions to communicate the College's economic impact.
15. Attend Saints Foundation meetings, serve on appropriate Foundation committees, and participate in events that promote the College and cultivate relationships leading to philanthropic gifts.

## ACCOUNTABILITY

1. Ensure compliance with federal, state, and local laws and regulations; work through the College's shared governance process to review and modify policies, procedures, guidelines, and practices to improve performance, maintain compliance, and/or align with widely accepted PIM best practices.
2. Ensure the College meets all Higher Learning Commission accreditation standards, eligibility requirements, and policies related to PIM operations.
3. Promote an evidence-based culture of accountability which guides innovation, implementation of best practices, and continuous quality improvement of PIM operations.
4. Establish performance standards for PIM activities and services.
5. Prepare Board Reports.

## FISCAL

1. Develop and manage the PIM Department budget; assist other Units w/ PIM related cost estimates.
2. Manage risk by monitoring conditions, events, and circumstances present through the performance of the essential functions of this job.
3. Manage risk by ensuring proper policies and procedures are in place and followed to ensure data security, website continuity, and confidentiality.
4. Implement policies/procedures used in emergency and/or crisis management situations; develop and implement emergency communications; serve as Chief spokesperson and Public Information Officer.

## OTHER

1. Perform other related duties which may be required by the President (i.e. duties that may not be specifically listed in the class specification or position description, but are generally within the occupational series and responsibility level associated with the employee's class of work).
2. Work Monday thru Friday, during normal business hours; must attend monthly Board of Trustee meetings; must be able to periodically work outside of normal work hours to meet project deadlines, and/or attend meetings designated by the President.



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**SKILLS & ABILITIES** include the following:

- Ability to maintain and secure confidential information in all of its forms.
- Excellent verbal and written communication skills.
- Excellent interpersonal and negotiation skills.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Strong supervisory and leadership skills.
- Ability to adapt to the needs of the organization and employees.
- Ability to prioritize tasks and to delegate them when appropriate.
- Ability to effectively communicate in spoken and written standard English
- Thorough knowledge of employment-related laws and regulations.
- Proficient with Microsoft Office Suite or related software.
- Proficiency with (or the ability to quickly learn) audio and visual content development software.

## **SUPERVISORY RESPONSIBILITIES**

Administrative Assistant.

## **CUSTOMER SERVICE STATEMENT**

Consistently performs duties with concern, courtesy, and respect for all persons in a prompt and timely manner. Must work cooperatively with students, employees, government agencies, and community members and be sensitive to issues of student and employee diversity. Consistently exhibits responsiveness to others in the organization at all levels and responds to requests for assistance from students, staff, and community members in a helpful and timely manner.

## **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.

**Lifting:** Raising objects from a lower to a higher position or moving objects horizontally from position to position. Lifting items up to 20 pounds in weight.

Sitting for prolonged periods of time.

## **WORK ENVIRONMENT**

Work is primarily in an office/school environment. Noise levels usually are moderate.