

JOB DESCRIPTION

JOB TITLE:	FLSA:
Director of Marketing and	Exempt
Communications	
Department	Date:
Public Affairs	02/09/2022
Security Sensitive:	Grade:
Yes	D-62
Reports To:	
Vice President for Administration	

as requested;

[•] Develops, implements, and manages a comprehensive annual communications / marketing plan and calendar;

[•] Develops, implements and evaluates activities in support of the College's marketing and external communication plan, as well as the internal communication plan; Represents the College in the communication plan.

[•] Represents the College's regional man

Works closely with the President and maintain a positive public image for t

[•] Informs College President and Vice P

[•] Coordinates the development, editing publications;

Oversees the content of the College's the College. Makes regular posts to va YouTube, etc.);

Reviews every College publication, a and standards conformity;

Works closely with the Vice Presiden programs, and achievements;

Develops strategies to regularly informations student body, faculty, staff and the get

- Develops and monitors the department's budget;
- Coordinates general advertising (print, broadcast, electronic message board, and outdoor advertising) for the College;
- Coordinates

• Work may require sitting, near vision use for reading and computer use, lifting, stooping, bending, stretching, walking, standing, pushing, pulling, reaching, and other physical exertion.

Special Requirements

• Subject to a criminal background check prior to employment.

NOTE: The above statements are intended to describe the general nature and level of work being performed by the person assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills and physical demands required of personnel so classified.

APPLICANT: Are you capable of performing in a reasonable manner the activities involved in the job or application for which you have applied? _____