Position Purpose
The Public Relations Coordinator is a campus-based position that is responsible for the development and implementation of public relations activities for the campus and its Foundation/Institutional Advancement, consistent with CT State strategic branding, goals and objectives. The incumbent coordinates with the CEO, the Institutional Advancement team and CT State Media and Organizational Communications teams on public relations activities to support strategic goals and is the campus point-person for public and media relations. The Coordinator develops and distributes press releases; manages social media; maintains relationship with local media including print, digital and broadcast; contributes website and e-newsletter content; supports on-campus events, community spaces and outreach; and produces vital documents that support enrollment, student affairs, and the Institutional Advancement.

Supervisory and Other Relationships
The Coordinator typically reports to the CEO, a Dean or other administrator. The incumbent supervises the assignment and completion of work by student workers and/or freelance professionals.

The position has extensive cooperative and collaborative relationships with on-campus administration, faculty, staff and students; Institutional Advancement/Foundation, especially on development and events; student affairs and enrollment management regarding recruiting and retaining students; and colleagues on other campuses and within the CT State marketing team. The Coordinator also has extensive relationships and/or interactions with individuals and groups outside the college and system including representatives from print, radio and television media, industry-specific freelancers, the general public and others seeking information about campus and/or Foundation programs, services, facilities and activities.

Major Accountabilities
The Coordinator is accountable for developing and implementing a public relations/communications calendar that increases awareness and understanding of campus programs and services to increase enrollment, as well as Institutional Advancement goals by reaching both internal and external audiences.

Examples of Duties
The following examples of duties and accountabilities illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

Communications and public relations: The Campus Public Relations Coordinator performs tasks that result in the attraction and retention of students and supporters, educates the general public with regard to programs, services and events, and builds relationships within the community. This includes such essential tasks as:

1. Developing and distributing press releases; contribute content for social media; maintaining relationship with local media including print, digital and broadcast;
2. Developing website content and implementing updates through the CT State Web Services team;
3. Producing documents such as reports, programs, invitations, fact sheets, flyers or other collateral that support community outreach, student affairs, and Institutional Advancement;
4. Serves as a point of contact for media and the press and as a spokesperson for the college and Foundation; develops written remarks for the CEO or Institutional Advancement staff; seeks positive coverage of campus activities and events.

5. Researching and advising college management on opportunities to promote the campus through public relations.

6. Creating content and engagement strategy via campus social media that reaches current students and developing student ambassadors to spread messaging across platforms while broadening reach.

7. Coordinating with freelancers, contractors or other campus coordinators; and performing tasks such as photography, photo editing/sharing, and event staffing.

8. Managing projects that include writing, editing and production of collateral materials that align with CT State branding and messaging to inform internal and external audiences about events, programs, and services.

9. Participates as a member of the College’s Institutional Advancement team.

**Professional Participation and Development**

In addition to the accountabilities listed above, the Public Relations Coordinator is required to carry out the essential duties of:

- Attendance and participation at convocation and commencement ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.

All of these may involve attendance at evening or weekend events.

The incumbent is expected to maintain currency in the position’s required fields of professional expertise and competencies. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature.

**Qualifications**

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in these areas:

- Professional practice of journalism, social media and public relations;
- Copy writing;
- Desktop Publishing;
- Event Planning;
- Photography;
- Media Relations;
- Presentation skills.

These skills and abilities typically are acquired through a combination of education, experience and training which would include a Bachelor’s degree in an appropriately related field together with from 1-4 years of related experience; or a combination of education, experience and training which would lead to the competencies required for successful performance of the position’s essential duties.

**Work Environment**

The position’s work normally is performed in such venues as offices, graphics and print shops and places where the public may assemble. The position’s work requires the incumbent to travel to such locations as television and radio stations, newspaper offices and printing plants as well as to locations for College and public events. Reasonable accommodation will be made for incumbents and candidates with physical limitations.