Connecticut State Community College
Job Description
Director of Media and Public Relations

Salary Grade: CCP 19 (Subject to Willis)  Date Approved/Revised: 12/21/22

Position Purpose
The Director of Media and Public Relations implement media and public relations strategies in alignment with the CT State Community College mission, vision, principles and values. The director provides strategic media relations and secures opportunities with statewide and national media in service to the college.

Supervisory and Other Relationships
The Director of Media and Public Relations reports directly to the Senior Director of Strategic Marketing, but works closely with the AVP of Communications & Strategic Marketing, the Director of Creative and Publication Services, Director of Digital Marketing and the Director of Organizational Communications. The position will supervise a Media Partnership Coordinator and Content Creator(s), as well as student workers and freelancers and other staff as needed.

The incumbent has substantial cooperative and collaborative relationships with CT State administration, staff, faculty and alumni. The incumbent is expected to represent CT State in a positive manner and to collaborate with academic and student services departments to recruit and retain students.

Examples of Duties
The Director of Media and Public Relations is accountable for publicizing the college to external audiences, facilitating the flow of useful statewide information and contributing to a positive image for CT State. This is accomplished through effective performance in these essential duties:

- Set Media and Public Relations objectives and monitoring performance
- Coordinate with Digital Marketing to maximize brand presence on various channels (e.g. web, TV and social media
- Lead media relations activities, including fielding incoming press calls, providing media with requested information and proactively pitching story ideas to appropriate media contacts
- Cultivate and maintain relationships with regional media and continuously seek out innovative opportunities and messaging.
- Monitor news for stories related to CT State, its campuses and leadership
- Develop and distribute media alerts, press releases and other content. Assist in the distribution and follow up/ tracking of CT State communications.
- Provide strategic counsel and advice on positioning and tactics regarding media activities
- Coordinate with marketing and communications team, Campus PR Associates and key stakeholders within the college
- Proactively facilitate all media interviews and press events; provide support for event planning both on and off-campus, including visits by college and/or state & federal executive or legislative VIPs.
- Hire photographers as needed including student workers and freelancers
- Develop a content calendar in conjunction with the Director of Digital Services and Director of Organizational Communications
- Collaborate with Enrollment Management on recruitment tactics and community relations, providing strategic support that aligns with the CT State brand and tactics; help to create, build and execute press programs in support of college recruitment goals
• Serve as liaison to faculty, staff, students and alumni in order to develop a pipeline of testimonials, success stories and student ambassadors.
• Prioritize diversity, equity and inclusion in outreach materials and activities by including representation, reach and engagement to persons of color, persons with disabilities and LGBTQ communities.
• Approve and arrange photo and video shoot.

**Professional Participation and Development**
In addition to the accountabilities listed above, the Director of Media and Public Relations is required to carry out the essential duties of:

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

All of these may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain expertise and competencies including required technological skills. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

**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 the following:

• Professional practice of marketing, public and media relations;
• Copy writing, content management, design and print production oversight;
• Project management & supervising staff;
• Strong digital literacy skills;
• Event planning.

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 one to four 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 locations 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.