



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

**Salary Grade:
CCP 19 (Subject to Willis)**

**Date Approved/Revised:
Rev 1. 9/6/23**

Position Purpose

The Director of Media and Public Relations implements 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. The director also develops strategic and comprehensive media plans in support of the college's marketing and advertising goals.

Supervisory and Other Relationships

The Director of Media and Public Relations reports directly to the Senior Director of Strategic Marketing, and works closely with the remainder of the Marketing department. They have a close working relationship with the President of CT State and other members of Cabinet, other department and project leaders, and Campus Communications/Public Relations Coordinators, in developing messaging to support CT State initiatives. They also work collaboratively with CSCU counterparts on external communications. The position supervises a Media Partnership Coordinator and Content Creator(s), as well as student workers, freelancers and other staff as needed. The Director is responsible for high-level decisions and for leading a team. The incumbent has substantial cooperative and collaborative relationships with CT State and campus administration, staff, faculty, students, and alumni.

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 Public Relations objectives and monitor performance
- Maximize brand presence on various media channels (e.g. web, TV and social media)
- Serve as a spokesperson for CT State
- Lead media relations activities, including fielding incoming press calls, providing media with requested information and pitching story ideas to appropriate media contacts
- Cultivate and maintain relationships with media and continuously seek out innovative opportunities and messaging
- Create strategic paid media plans in support of college strategic and enrollment goals and objectives
- Monitor news for stories related to CT State, its campuses, its people and its programs
- Develop and distribute media alerts, press releases and other content and oversee the follow-up and tracking of CT State communications
- Provide strategic counsel and advice on positioning and tactics regarding media activities to college leadership
- Coordinate PR and media planning activities with remainder of Marketing team, Campus Communications/PR Coordinators and key stakeholders within the college and campuses
- Facilitate all media interviews and press events and plan events both on and off-campus, including visits by college and/or state and federal executive or legislative VIPs
- Liaise with Campus Communications/PR Coordinators on public relations activities and projects, including maintaining a coordinated college calendar of press releases and events

- Contract with freelance vendors, as needed
- Create CT State public relations calendar and contribute to college-wide content calendar in conjunction with Digital Marketing Services and Organizational Communications
- Build and execute press programs in support of college recruitment and outreach goals, and manage a pipeline of testimonials and success stories from faculty, staff, students and alumni, along with academic program and student services highlights
- Collaborate on external communications tactics and content related to crisis management.
- 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

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.

These may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in higher education. 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 365. Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Professional practice of marketing, public relations and media relations;
- Copy writing, proofreading and content management
- Campaign planning and reporting
- Media buying and negotiating
- Video, print, written and digital communication
- Working closely with senior leadership and stakeholders
- Specialized public relations and media planning platforms
- Digital photography
- Quality control
- Project management, time management and supervisory 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 a relevant field, Master's preferred, together with 2-5 years of related experience and up to two years of supervisory 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 in offices 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, as well as locations for college, campus, and public events. This position may be assigned to the college office or a campus location. Reasonable accommodation will be made for incumbents and candidates with physical limitations.