

DIRECTOR OF MARKETING & COMMUNICATIONS

GENERAL STATEMENT:

This position serves collaboratively with all departments and the administration to ensure consistent and timely communications, marketing, branding and compliance. This position will plan, coordinate and direct marketing and communications efforts.

REPORTS TO:

Vice President for Institutional Advancement & Executive Director of TVCC Foundation

OCCUPATIONAL GROUP:

Professional

FLSA: Exempt

QUALIFICATIONS FOR APPOINTMENT:

EDUCATION:

Bachelor's degree in related field required.

LICENSE OR CERTIFICATION:

None

EXPERIENCE:

Three to five (3-5) years' work experience in public relations, communications, marketing or related field.

OTHER:

Effective use of interpersonal and communications skills, including tact and diplomacy. Effective use of organizational and planning skills with attention to detail and follow through.. Ability to work flexible schedule as necessary to support college events. Demonstrated experience with digital photography, and editing digital photographs. Demonstrated experience with digital layout and design (InDesign, Adobe Illustrator, and Adobe Photoshop). Demonstrated experience with Microsoft Office Suite (MS Word, Excel, and PowerPoint).

DUTIES AND RESPONSIBILITIES:

- Provide leadership and direction for external and internal communications, online presence and the marketing oriented pages of the college website to promote TVCC, portraying a consistent, recognizable, and positive public image.
- Research and develop comprehensive policy and procedures for internal and external communications across all college units and media platforms.
- Oversee the implementation of external and internal communication for the college, including media relations, social media, electronic communications, and other efforts that provide consistent awareness to both internal and external audiences.
- Prepare and disseminate press releases and maintain the news portion of the college website to ensure accurate and timely content.
- Maintain effective mail-out system for press releases.
- Work collaboratively with college staff to ensure proper branding and marketing strategies and deliverables are met.
- Conceptualizes, writes and edits copy for printed and online materials and publications for the college as needed, including promotional and advertising campaigns. Review production of College publications, materials and promotional items distributed to students and the general public as needed.
- Maintain advertising calendar and dissemination of all newspaper, radio and television advertising.
- Monitors and helps ensure all material comply with SACSCOC, state, and federal guidelines; and/or complies with copyright regulations.
- Coordinates photography of College events as scheduled
- Maintain effective archives of media coverage and campus photography
- Serve as liaison between the College and the news media in any situation requiring media and public communication.

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- Serve as the College’s representative for requests for public information under the guidelines of the Public Information Act.
- Assist in enhancing/updating the crisis communications plan and implementing the components of the plan in the event of a critical event/emergency, as well as assisting in the training of team members to execute the plan.
- Prepare and implement departmental budget.
- Supervise communication staff: Sports Information Officer and the Graphics and Print Design Coordinator.
- Work assigned schedule and comply with timekeeping policy.
- Maintains confidentiality of information.
- Other duties as assigned by appropriate supervisory personnel.

PHYSICAL REQUIREMENTS:

- Within the general range of an office environment.
- Occasional lifting of objects up to 25 pounds.
- Subject to standing, walking, bending, reaching, kneeling, pushing and pulling.
- Occasional local and overnight travel.

The above job description has been reviewed with the employee and specific duties and responsibilities were explained. It was also explained that all questions concerning duties, responsibilities, working conditions, hours, etc., should be directed to the immediate supervisor.

Employee’s Signature

Date

Supervisor’s Signature

Date

All TVCC positions are security sensitive and require a criminal background check.

Approved:

Revised: 7/19/2018

JD610