

DAWSON COMMUNITY COLLEGE
POSITION DESCRIPTION
July 2022

TITLE: Director of Marketing & Public Relations
DEPARTMENT: Marketing & Public Relations
STATUS: Part-time, exempt
SUPERVISOR: President

Are you looking for an adventure? Join our exciting Buccaneer Team! Support our faculty and students through photography, newspaper ads, and engaging events.

SUMMARY:

The Director of Marketing & Public Relations supports the mission and strategic direction of the College, overseeing its marketing, advertising, public relations and web presence. The Director provides overall strategic leadership and direction to the College, as well as external advertising/marketing agencies to build the College's image and brand identity and support recruitment and retention efforts. This position ensures quality and consistency of messaging across all media and target audiences.

EMPLOYMENT WITH DAWSON COMMUNITY COLLEGE:

Employees at Dawson Community College are required to demonstrate kindness, respect, integrity, professionalism, and caring regard. We adhere to the highest ethical standards in the fulfillment of our jobs, to honor the College and university policies and procedures and to promote the educational objectives of the institution. Respect creates an atmosphere conducive to learning. Respect, in this sense, is a minimum threshold for our interactions with each other. A higher threshold is a "caring regard" for the people with whom we work.

Professionalism at DCC includes being mindful of our actions when working with students, colleagues, co-workers and our community members. Respect and "caring regard" for those with whom we share the common purpose of serving students is a paramount value. Professionalism and respect for others is an expected part of DCC job performance. Employees at Dawson Community College support and promote a positive image of Dawson Community College.

EDUCATION AND EXPERIENCE:

Required:

- Bachelor's degree in related field.
- Two years of direct experience in marketing management, advertising, marketing communications, public relations, or a combination of education and experience.
- Experience in writing for a wide array of digital communications, including the web, social media, and mass email; is current with best practices using these types of media.

Preferred:

- Master's degree in related field.
- Five years of direct experience in marketing management, advertising, marketing communications, public relations, or a combination of education and experience.
- Brand-building experience.

- Developing and implementing marketing and public relations plans working with external marketing and advertising agencies and resources.
- Experience with publications and desktop publishing (Adobe Illustrator, Adobe Photoshop, Adobe In Design and/or Quark Xpress) desired

SKILLS:

- Excellent writing and editing skills.
- Strong oral communication and presentation skills.
- Creativity with strong strategic thinking skills.
- Proven ability to build relationships, work with and lead others.
- Ability to assimilate information from a variety of sources, analyze information and recommend courses of action to be taken.
- Familiarity with current marketing business practices.
- Proven ability to analyze competitive markets and develop effective strategies to maintain DCC's competitive position.
- Experience overseeing the design and production of print materials and publications.
- Technology skills including word processing, desk top publishing, PowerPoint.
- Analytical ability to interpret sensitive issues affecting DCC.

RESPONSIBILITIES: (partial list)

- Provide guidance to the President regarding potential public relations concerns.
- Explore opportunities to expand community engagement, partnership expansions, etc.
- Serve as DCC's brand ambassador in all capacities.
- Provide marketing efforts focused on enrollment activities through multiple marketing mediums - including social media, newspaper advertisement, radio, television, etc.
- Collaborate with Human Resources to recruit high quality applicants through the public web page, position descriptions, advertisements, etc.
- Coordinate and direct all college marketing and community promotional activities, focusing on all audiences.
- Direct and coordinate mass media advertising for the college, including, but not limited to, digital media, print media, radio, television, direct mail, bill boards, marketing sponsorships, etc.
- Oversell all online initiatives.
- Improve, monitor, and update website, manage online communities, e-newsletters, e-mail broadcasts and web-based marketing activities.
- Strategically administer all social media marketing and advertising.
- Create, implement, and measure the success of marketing the strategic plan, related actions steps.

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

This institution is an equal opportunity provider.

COMPLETED APPLICATION PACKET MUST INCLUDE:

- Completed Dawson Community College application
- Current resume

- Cover Letter
- Copies of college transcripts (official transcripts required upon hire)
- Three professional references (names, email addresses, and phone numbers)

Background checks are required prior to employment.

INQUIRIES MAY BE DIRECTED TO:

Human Resources Department
hr@dawson.edu
406-377-9430

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The College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.

Qualified protected class individuals are encouraged to apply. Dawson Community College must comply with the Immigration Reform and Control Act of 1986. If hired, you will be required to provide documents to show your identity and authorization to work.

Nondiscrimination Policy: Dawson Community College does not discriminate on the basis of creed, race, religion, gender, national origin, age, disability, veteran status, genetic information, pregnancy status, marital status, gender identity or expression, or sexual orientation with respect to access, employment, programs, or services. Employees who engage in such unlawful discrimination will be subject to disciplinary action up to and including discharge.

The College is in compliance with Executive Order 11246; Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972; Title IX regulation Implementing Educational Amendments of 1972; Section 504, Rehabilitation Act of 1973; the Americans with Disabilities Act of 1990; the 1991 Civil Rights Act; the Age Discrimination in Employment Act of 1967, as amended; the Vietnam Era Veterans' Readjustment Assistance Act of 1974; Title 49, the Montana Human Rights Act; and all other federal, state, and college rules, laws, regulations and policies.

Inquiries or complaints concerning any of these matters for employees should be brought to the attention of:

Daisy Nyberg, Title IX Coordinator. Telephone: (406) 377-9412. Email: dnyberg@dawson.edu. Mailing Address: 300 College Drive, Glendive, MT 59330

Virginia Boysun, Registrar, Veteran's Coordinator. Telephone: (406) 377-9404. Email: vboysun@dawson.edu. Mailing address: 300 College Drive, Glendive, MT 59330.

Matt Hull, Dean of Academic Affairs, ADA Coordinator. Telephone: (406) 377-9434. Email: mhull@dawson.edu Mailing address: 300 College Drive, Glendive, MT 59330.

DCC's Annual Security Report and Fire Safety Report provides info about reporting crime, crime statistics, crime prevention, alcohol and drug policies, fire statistics, etc., is available at <https://www.dawson.edu/about/campus-security.html/title/annual-campus-security-and-fire-safety-report>. You may request a paper copy through the President's Office at (406)377-9401.