TITLE: Director of Marketing & Public Relations
DEPARTMENT: College - Advancement & Human Resources
STATUS: Full time, exempt
SUPERVISION RECEIVED: Vice President of Advancement and Human Resources
SUPERVISION EXERCISED: Marketing & Public Relations, Work Study Students

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.

RESPONSIBILITIES:

- Provide advice and direction to the College regarding present and potential public relations concerns and or opportunities to expand community engagement. Assist with the expansion of cooperative partnerships with businesses, government agencies, and other organizations.
- Serve as DCC’s brand ambassador, representing our brand positively, in a multitude of settings, through face-to-face interactions, at formal events, or one-on-one communication with DCC stakeholders.
- Serve to lead and to expand marketing efforts for coverage of all enrollment team activities, college events by utilizing social media newspaper advertisement, radio and television with the purpose of reaching enrollment goals.
- Work collaboratively with the Human Resources office to recruit new employees by ensuring our web page, position descriptions, advertisements, etc. conform to DCC marketing strategy.
- Coordinate and direct all college marketing and community promotional activities to best represent the college to a variety of audiences in an effort to maintain and/or increase student enrollment. Determine the appropriate mix of all media to promote and represent the College; direct and coordinate mass media advertising for the college, such as digital media, print, radio, Movie Theater, television, direct mail, Bill Boards, marketing sponsorships at outside events and high schools, etc.
- Play a leadership role in driving the effectiveness of all online initiatives, improve, monitor and update website, manage online communities, e-newsletters, e-mail broadcasts and web-based marketing activities. Manage ongoing optimization to ensure best-in-class organic and paid results.
• Administer all social media marketing and advertising. Administration includes but is not limited to: 1) deliberate planning, strategy and goal setting 2) development of brand awareness and online reputation 3) content management 4) search engine optimization and generation of inbound traffic 5) cultivation of leads and sales 6) reputation management.
• Oversee the planning, implementation and evaluation of marketing-related activities and events to ensure they are strategically driven.
• Create, implement and measure the success of a comprehensive marketing and public relations strategic plan that enhances the College’s image and position within the marketplace and the general public.
• Supervise and approve the editing and production and development of college publications and collateral materials, including but not limited to the catalog, course schedule, View Book, student handbook, posters and advertisements.
• Direct the placement of advertising campaigns with the appropriate media.
• Direct the development of innovative and creative content for publications and advertising campaigns to meet project timelines.
• Act as the College’s representative with the media for institutional and board-related public relations. Write and disseminates news and press releases. Serve as the Public Information Officer in crisis situations. Acts in counsel with the College President on institutional issues in the media.
• Direct and oversee all marketing and public relations activities, including Web marketing efforts and public relations, to ensure message consistency.
• Direct quantitative and qualitative market research efforts to understand consumer perceptions of the College and its services.
• Manage marketing budget and allocate funds to necessary projects.
• Supervise and lead the Marketing & Public Relations initiatives.
• Work collaboratively with the Executive Leadership Team of the College in developing strategic directions that ensure institutional effectiveness.
• Other duties as assigned.

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.

PERFORMANCE STANDARDS

DCC values professionalism in its employees. The following attributes and behaviors are identified as examples of what is expected of an employee:

CORE COMPETENCIES:

• Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal effectively with frequent change, delays, or unexpected events.
• Adheres to and maintains strict confidentiality with all fiscal, human and labor relation information.
• Attendance - Is consistently at work and on time.
• Business Acumen - Understands basic business practices.
• Change Management - Communicates changes effectively.
• Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Participates in meetings.
• Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
• Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
• Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Meets commitments.
• Delegation - Delegates work assignments; Matches the responsibility to the person; Sets expectations and monitors delegated activities.
• Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.
• Initiative - Seeks increased responsibilities; Takes independent action.
• Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
• Managing People - Includes staff planning, decision-making, facilitating and process improvement; Makes self-available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Improves processes, product and services.
• Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values.
• Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Organizes or schedules other people and their tasks.
• Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions.
• Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
• Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
• Quantity - Meets productivity Standards; Completes work in timely manner; Strives to increase productivity; Works effectively.
• Safety and Security - Observes safety and security procedures; Uses equipment and materials properly.
• Strategic Thinking - Develops strategies to achieve organizational goals; Adapts strategy to changing conditions.
• Inclusion – Provides an environment that is inclusive of all students and supports underrepresented students.
• Assessment – Assesses annual performance and works closely with the enrollment management team.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee.

**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.

**Experience:**

**Required:**

• Bachelor’s degree with at least two years of direct experience in marketing management, advertising, marketing communications or 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.
• 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

Preferred:
• Master’s degree
• Five Years experience

COMPLETED APPLICATION PACKET MUST INCLUDE:
• Completed Dawson Community College application
• Current resume
• Cover Letter
• Copies of college transcripts (original transcripts required, if hired)
• Three professional references (names, email addresses, and phone numbers).