

MANAGER, PUBLIC RELATIONS

DEFINITION

Plans, develops, implements, and manages a comprehensive public relations program for a college through organized marketing programming, internal and external publications, and information dissemination.

TYPICAL DUTIES

Plans, develops, implements, and manages a comprehensive public relations program for a college by:

- Formulating and recommending a marketing plan and advertising and public relations campaigns that will increase public awareness and enhance the image and funding sources of a college.
- Enlisting the support of community and business leaders as advocates for the causes of the college.
- Establishing and maintaining effective working relationships with representatives of local news media, community and campus organizations, and governmental agencies.
- Advising and assisting college administrators, faculty, and staff in the development of understanding and support for the college's programs and services.
- Collecting, developing, and organizing information for dissemination to college and community groups through a variety of media including television, newspaper, magazines, newsletters, and bulletins.
- Writing and editing news releases, feature articles, special articles, scripts, reports, and other communications, which describe and highlight college programs and activities including educational opportunities, accomplishments, athletics, recreation, and fine arts media.
- Developing internal informational materials for college employees concerning policy and organizational changes, special programs, staff achievements, awards, and news of general interest to employees.
- Assisting representatives of the community and news media in obtaining information and materials regarding college programs and activities.
- Evaluating the effectiveness and efficiency of internal information, media relations, and community relation programs of a college and making recommendations on appropriate modifications.
- Obtaining feedback from the public and college personnel through surveys, public opinion studies, and/or group meetings concerning the programs, policies, services and actions of a college and summarizing findings.
- Providing input on the design and layout for publications including brochures, newsletters, posters, class schedules, the college catalog, and college web sites.
- Coordinating publication activities by obtaining bids, planning and maintaining production schedules, proofreading galleys, performing liaison and resolving production problems, and ensuring specifications have been met.
- Attending and participating in various administrative and committee meetings to gather information and identify publicity goals for the college.
- Arranging press conferences, ceremonies, meetings, special events, and itineraries for college officials and official visitors.
- Assisting college administration with media relations during crisis situations.

TYPICAL DUTIES (Cont.)

Developing and maintaining the public relations program budget.
May photograph events and distributing photos to appropriate publications and sources.
Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

A **Manager, Public Relations** plans, develops, implements, and manages a comprehensive college marketing and public relations program designed to promote the services and programs of a college and to enhance its image.

An **Executive Assistant to the President** provides professional-level staff assistance to a College President by coordinating and/or performing a variety of on-going and special administrative and public relations projects which require a thorough knowledge of both the District's organization, policies, rules, and practices, as well as the policies, goals, and objectives of the College President and the College.

SUPERVISION

General supervision is received from a College President. Supervision is exercised over clerical, technical personnel, and student assistants.

CLASS QUALIFICATIONS

Knowledge of:

Principles and techniques of public relations, promotion, publicity, marketing and advertising
Methods and techniques of writing, composition, layout, and production for mass media
Newspaper, radio, television, and other communications media sources and resources
Goals, objectives and functions of a college's public relations program
Mission, philosophy, and goals of a college
Activities and interests of community groups, professional organizations, employee associations, and the associated student organizations
World Wide Web and Internet environments
Equipment processes and materials used in printing industry
Radio and television production techniques
Research methods and techniques used in the field of public relations
Capabilities of computer applications, systems, and hardware used in the field of public relations
Principles and techniques of supervision and training

Skill in:

Interpersonal relationships
Presenting concepts effectively verbally and in writing
Achieving the understanding and support of individuals or groups with indifferent or opposing points of view

Ability to:

- Plan, develop, implement, and manage a multi-discipline marketing and public relations program of a college
- Identify and craft multiple creative means of delivering positive messages about a college to various constituencies
- Strategize marketing and communications programs and activities
- Obtain, organize, and develop information material for audiences of varied interests
- Exercise judgment in the release of information and materials to the public and communications media
- Write and edit news releases, articles, reports, and speeches for distribution through appropriate communications media
- Communicate effectively both orally and in writing
- Independently plan and organize work projects
- Maintain positive relationships with college personnel and representatives of the community, communications media, and governmental agencies
- Evaluate the public relations value of information
- Anticipate conditions, plan ahead, establish priorities, and meet schedules
- Select, motivate, train, and supervise assigned personnel
- Effectively coordinate the use of the World Wide Web to promote the college and its programs
- Learn specific computer applications

ENTRANCE QUALIFICATIONS

Education and Experience:

Graduation from a recognized four-year college or university with a major in public relations, journalism, communications, marketing, or a related field **AND** three years of full-time, paid or unpaid professional-level experience in news reporting, writing for the media, and/or public relations programming and marketing. Experience in an institution of higher learning is desirable.

Special:

A valid Class "C" California driver's license.
Access to an automobile.