Job Description: Director of Marketing and Public Relations

The Director of Marketing and Public Relations shall be appointed by the Board of Trustees upon the recommendation of the President. The salary and term of employment shall be fixed by the Board of Trustees upon the recommendation of the President. This position reports to the President or as designated by the President.

Qualifications:
This position requires ability to work well with media and the community and is responsible for College marketing and public relations. Candidate must be familiar with social media, online marketing and design, Microsoft Office, and have exceptional written and verbal communication skills. Experience with Adobe design software, photography, and video is a plus. Ability to manage multiple projects at once is key to this position’s success. A bachelor’s degree and previous experience in journalism or marketing is preferred.

Description:
The Director of Marketing and Public Relations is responsible for planning, development and implementation of all of the College’s marketing strategies, marketing communications, and public relations activities, both external and internal. The Director oversees development and implementation of support materials and online presence for the college, and also directs the efforts of departmental staff and coordinates at strategic and tactical levels with other departments in the College to fulfill their communication needs. It is a full-time, 12-month, salaried, FLSA exempt position covered by the Public School Retirement System of Missouri (PSRS).

The Director of Marketing and Public Relations shall perform the following essential tasks/responsibilities:

1. Create, implement and measure the success of a comprehensive marketing, communications and public relations program that will enhance the College’s image and position within the marketplace and with the general public and ensure that the image and position is communicated across all constituencies, both internal and external.

2. Provide editorial direction, design, production and distribution of all internal and external College marketing, communications and public relations activities and materials, including print materials, media relations, online design, social media, advertising, recruiting and related materials.

3. Act as the College’s media liaison to generate interest in the College activities and services, ensure regular contact with media and appropriate response to media requests.

4. Conduct relevant market research and monitor marketing/public relations industry and educational trends to assist the College in operating with initiative and innovation.
5. Implement and ensure achievement of departmental and College-wide Strategic Plan goals related to marketing and public relations.

6. Develop and implement short and long-term plans and budgets, monitor progress, assure adherence, and evaluate performance of the Marketing/Public Relations department and its activities.

7. Manage the day-to-day activities and performance of departmental staff.

8. Assist the president with any special projects deemed necessary.