



Position Title:	Assistant Director	Job Code:	0122
Reports To:	Director	Job Group:	PEC
Department:	Office of Communications	Salary Grade:	18
Prepared By/Date:	Carol Flynn/01-2006	FLSA Status:	Exempt
Approved By/Date:	Juan Mendieta/02-2006		
Revised:	Jennifer C. Brito/06-9-2009		

Summary:

The Assistant Director for Communications develops, coordinates, implements and evaluates a college-wide communications program, internal, and external, that fully supports the college's mission and bolsters recruitment, retention, enrollment, and fundraising activities.

Essential Duties and Responsibilities:

- Manages and coordinates all electronic communications and internal communications for the college.
- Plans, develops, and maintains branding initiatives throughout the college.
- Oversees web development process college-wide.
- Advises the Director of Communications on strategies and innovation in the area of communications in response to college goals; provides tactical support for strategic initiatives.
- Develops and maintains a dynamic image of the college by overseeing a critical college division and the activities of its staff, which includes archival, electronic communications, internal communications, and community outreach functions for the college.
- Develops and maintains professional contacts and affiliations with media, production and related external resources to complete projects effectively.
- Prepares budgetary recommendations; monitors, verifies and reconciles expenditure of budgeted funds; monitors division budget.
- Performs other related duties as assigned.

Knowledge, Skills and Abilities:

- Knowledge and understanding of college organization, goals and objectives, and objectives, and policies and procedures.
- Knowledge and commitment to the college mission.
- Knowledge of current technological developments/trends in area of expertise.
- Excellent organizational and communication skills (both oral and written).
- Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from top management, groups of managers, clients, customers, and the general public.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to carry out supervisory responsibilities in accordance with the College's policies and applicable laws, including: interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing

complaints and resolving problems.

- Ability to work with user communities of diverse backgrounds and skill levels.
- Ability to work in a multi-ethnic and multi-cultural environment.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls and talk or hear. The employee is occasionally required to stand and walk.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Master's degree (MA or MS) from an accredited college/university in a related field of study such as Advertising, Journalism, Public Relations, or Marketing and three (5) years of directly related communications experience which may include: brand management, strategy, publications, and public relations.
- Must possess proficiency in publishing software, Microsoft Office Suite and Mac applications.

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name