



Position Title:	Media Relations Director	Job Code:	0124-00E
Reports To:	Director Marketing & Publications	Job Group:	PEC
Department:	Office of College Communications	Salary Grade:	16
Prepared By/Date:	Carol Flynn/01-30-2006	FLSA Status:	Exempt
Approved By/Date:	Juan Mendieta/01-30-2006		
Revised:	Jennifer C. Brito/11-19-2009		

Summary:

The Media Relations Director plans, directs and implements a comprehensive, proactive college-wide program of publicity, public information and community relations to develop public awareness and goodwill toward MDC and the dissemination of accurate information. Serve as an official spokesperson for the college.

Essential Duties and Responsibilities:

- Directs and coordinates media relations plans, programs and schedules for public relations, external communications, community relations, government relations, special events, and photographic services.
- Develops, communicates and manages a centralized strategic plan to promote a positive image of the college at all levels; local, state, national and international;
- Identifies and develops opportunities for the college to present a positive message;
- Establishes infrastructure to support and guide individual departments/schools/divisions in public relations efforts to ensure consistency and quality.
- Develops positive media relations;
- Serves as an official spokesperson for the college to the media on college issues, events and activities;
- Develops media relations policy identifying appropriate college representatives to serve as spokespersons in varying circumstances.
- Directs press relations including such activities as preparation of new releases, articles and columns and the arranging of interviews between college officials and the media.
- Coordinates development and production of press materials and press kits.
- Prepares budgetary recommendations; monitors, verifies and reconciles expenditure of budgeted funds.
- Performs other related duties as assigned.

Knowledge, Skills and Abilities:

- Knowledge and understanding of college organization, goals and objectives, and policies and procedures.
- Knowledge of and commitment to the college mission.
- Knowledge of current technological developments/trends in area of expertise including using technology and the social media to advance the college mission.
- 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 in a multi-ethnic and multi-cultural environment.
- Ability to effectively manage crises.

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 stand 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:

This function/position has been designated as "essential." This means that when the College is faced with an institutional emergency, employees in such positions may be required to remain at their work location or to report to work to protect, recover, and continue operations at the College.

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 Journalism, Marketing or Public Relations and three (3) years of directly related experience preferably in an academic environment or Bachelor's degree in related discipline and seven (7) years of directly related experience.
- Must possess proficiency in Microsoft Office Suite.

ACKNOWLEDGEMENT

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

Signature

Date

Printed Name