



<b>Position Title:</b>	Director of Communications		
<b>Reports To:</b>	College President		
<b>Department:</b>	The Office of the College Communications	<b>Job Code:</b>	0909-03E
<b>Prepared By/Date:</b>	Jennifer C. Brito/12-2008	<b>Job Group:</b>	PEC
<b>Approved By/Date:</b>	Dr. Eduardo Padron/8-25-2010	<b>Salary Grade:</b>	20
<b>Revised:</b>	Jennifer C. Brito/8-25-2010	<b>FLSA Status:</b>	Exempt

### **Summary:**

The Director of Communications is responsible for leading and directing all the College's activities relating to external and internal communications. This individual oversees the operations and programs of the District Office of Communications, which has three division – media relations, marketing, and college communications.

### **Essential Duties and Responsibilities:**

- Prepares and implements a comprehensive and viable public and media relations plan.
- Oversees implementation of advertising campaigns and publications production plans for the College.
- Leads in related endeavors required or deemed appropriate to accomplish assigned responsibilities and functions of the office.
- Maintains an interactive working relationship with major College personnel, local and national media, and community organizations.
- Serves as College's chief spokesperson.
- Performs other duties as assigned.

### **Knowledge, Skills and Abilities:**

- Keen familiarity with online communications systems and technology including the Internet and appropriate software packages used in the field.
- Knowledge of federal and state laws, regulations, and standards for the management and disclosure of public information.
- Knowledge of public information and community relations concepts, principles, methodology, and techniques.
- Knowledge of financial/business analysis techniques.
- Knowledge of faculty and/or staff hiring procedures.
- Knowledge of current and emerging public relations issues and trends applicable to educational institutions.
- Strong interpersonal skills and knowledge of local and national media circuit, and evidence of previous and current high-level involvement with Miami-Dade County's multi-ethnic communities.
- Skill in budget preparation and fiscal management.
- Strong media relations skills.
- Ability to develop and effectively deliver presentations.
- Ability to direct and manage public affairs programs and activities applicable to a public institutional setting.
- Ability to provide effective advice and counsel on strategic and/or critical public relations issues.
- Ability to supervise and train employees, to include organizing, prioritizing, and scheduling

work assignments.

- Ability to develop, implement, and evaluate public opinion surveys and related data collection vehicles.
- Ability to foster a cooperative work environment.
- Ability to work in a multi-ethnic and multi-cultural environment with students, faculty and staff.

**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 walk and sit.

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, preferably in Journalism, Public Administration, Communications, or Business Administration, with a minimum of seven (7) years of demonstrated experience; or Bachelor’s degree and eleven (11) years experience in the field at increasing levels of complexity, including supervision of personnel.
- Experience should include a record of success in broad-based communications program operations, including evidence of strong management and planning capabilities with public, government or corporate institutions.

**ACKNOWLEDGEMENT**

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

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Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name