



**Position Title:** Part-Time Media Relations Writer  
**Reports To:** Director  
**Department:** Media Relations  
**Prepared By/Date:** Donna French/09-27-2011  
**Approved By/Date:** Tere Estorino/09-28-2011  
**Revised:**

**Job Code:** 8112  
**Job Group:** H1-NIE  
**Salary Grade:** HI  
**FLSA Status:** Exempt

**Summary:**

This position generates communications materials targeted to the local and national media and other appropriate audiences by identifying, researching and preparing news releases for dissemination.

**Essential Duties and Responsibilities:**

- Specializes in media relations for the College's various cultural programs; including but not limited to, the Center for Literature & Theater at MDC, Miami Book Fair International, MDC Live! Performance Arts Series, Art Gallery System, Miami International Film Festival, Tower Theater events, MDC Campus cultural arts events, theater programs and other programs at MDC as assigned
- Writes news releases, pitches stories to the media, establishes contacts with individual members and decision-makers of major media outlets
- Coordinates public affairs plans, programs and schedules for public relations, internal and external media services, community relations, government relations, special events and photographic services
- Recommends media and communication strategies to College management and staff
- Develops positive media relations
- Ensures that College information being released in print, social, web-based and broadcast media is consistent and accurate
- Assists with press relations activities; such as, preparation of new releases and feature articles and making arrangements for interviews between college executives & press, radio & television representatives
- Prepares press materials & press kits
- Performs other duties as assigned

**Knowledge, Skills and Abilities:**

- Possess excellent writing skills with experience writing for newspapers, magazines and/or online publication
- Knowledge of AP style
- Knowledge and understanding of College organization, goals and objectives, and policies and procedures
- Knowledge and commitment to the College mission
- Knowledge of current technological developments/trends in area of expertise
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardizations exist
- Possess excellent organization and communication skills
- Possess strong interpersonal skills and ability to effectively communicate with a wide range of individuals and constituencies in a diverse community
- Ability to effectively present information and respond to questions from top management, groups of managers, clients, customers, and the general public
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents

- Ability to work a flexible schedule to include evenings, weekends, and holidays
- Ability to provide transportation to work at indoor and outdoor special events
- Ability to work well 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, sit, and stand for long periods of time.

The employee must occasionally lift and/or move up to 10 pounds.

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.

- Bachelor's degree in Journalism, Marketing, Public Relations, or related field, and four (4) years of directly related experience

**ACKNOWLEDGEMENT**

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

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Signature

\_\_\_\_\_  
Date

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