

**Seward County Community College**  
Structured Compensation - Job Description  
**Executive Director of Marketing and Public Relations**

Data Year: 2017

Prepared On: 11/13/2017

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Department:	Marketing and Public Relations	Grade:	13
Reports To:	President	Classification:	Exempt
Supervises Direct:	2	Supervises Indirect:	0
Approved By:	Dr K Trzaska	Effective Date:	02/26/2016
		Revised Date:	05/07/2016

**Role:**

The purpose of this role is to be an effective leader responsible for planning, development and implementation of all of the college's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services of marketing, communications and public relations. Directs the efforts of the marketing, communications and public relations at the strategic and tactical levels with the executive team and other functions of SCCC/ATS.

**Essential Functions & Responsibilities:**

- N 25% Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations that will enhance the College's image and position with the general public, and facilitate internal and external communications and all college marketing, communications and public relations activities and materials including publications, media relations, and stakeholder acquisition (i.e., concurrently enrolled and other prospective students).
- N 25% Oversee all social media functions of the college.
- N 25% Responsible for editorial direction, design, production and distribution of all college publications.
- N 15% null
- N 10% Performs other duties and responsibilities as assigned by the College President.

**Performance Measurements:**

1. To expand the College's presence, market share, growth objective, and strategic vision with respect to constituent awareness, recruitment and enrollment plans.
2. null
3. To represent the college in a professional manner to the public, the SCCC/ATS Foundation, legislative/policy leaders, internal departments/employees, students, and alumni.
4. To provide direction and recommendations to the administration based on current research data and market strategies.
5. To complete projects in an orderly, timely manner and within budget expectations.
6. To achieve community involvement goals and incorporate consistent branding strategy into all projects.
7. To work a minimum of 40 hours per week Monday through Friday with additional hours worked to meet the essential functions of the position.

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**Knowledge and Skills:**

Experience	Six months to two years of similar or related experience.
Education	A Bachelor's degree (minimum) with at least three years of increasingly responsible experience in public relations and marketing.
Interpersonal Skills	Courtesy, tact, and diplomacy are essential elements of the job. Work involves much personal contact with others inside and/or outside the college for purposes of giving or obtaining information, building relationships, or soliciting cooperation.
Other Skills	<p>Knowledge:</p> <p>Knowledge of management principles involved in marketing and public relations, resource allocation, and coordination of people and resources.</p> <p>Knowledge of target marketing in the community.</p> <p>Skills:</p> <p>Proficient use of graphic design software, desktop layout, social media software, word processing, spreadsheet, and presentation software.</p> <p>Proficient in photography, planning for photographic and video production, and use of photographs and video publication in social media and internet sites.</p> <p>Strong writing skills.</p> <p>Strong organizational, multitasking, and analytical skills.</p> <p>Strong interpersonal, listening and communication skills.</p> <p>Abilities:</p> <p>Ability to utilize an integrated database for information and data retrieval and effective financial and budget management.</p> <p>Ability to use the internet and electronic communication systems for research, information collection, and information dissemination.</p> <p>Ability to effectively utilize social media opportunities to promote the College and associated departments/divisions and activities.</p> <p>Ability to work independently in order to accomplish goals and assignments.</p> <p>Ability to consider the relative costs and benefits of potential actions to choose the most appropriate one.</p> <p>Ability to identify problems and reviewing related information to develop and evaluate options and implement solutions.</p> <p>Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems related to marketing and public relations.</p> <p>Ability to communicate to others to convey information effectively.</p> <p>Ability to work independently on and off campus.</p> <p>Ability to work with a commitment to teamwork and willingness to work collaboratively with colleagues from across the institution.</p> <p>Ability to be a self-starter, demonstrate initiative, and demonstrate strong work ethic skills.</p> <p>Able to coordinate a variety of projects.</p>

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Physical  
Requirements

Physical requirements are based on an 8 hour work day and may vary slightly.

Sitting for a period of 30 min at one time with a total of 8 hours  
Standing for a period of 30 min at one time with a total of 2 hours  
Walking for a period of 10 min at one time with a total of 2 hours  
Lifting up to 5 lbs. frequently and up to 10 lbs. occasionally  
Carrying up to 5 lbs. frequently and up to 10 lbs. occasionally  
Repetitive Action: use of right and left hand for simple grasping and pushing and pulling  
Use both feet for repetitive movements as in operational functions  
Bending, squatting, and reaching above shoulder level occasionally  
Keyboarding up to 4 hours daily  
Drive a vehicle and be exposed to dust fumes and gases occasionally

Work Environment Occasional evening and/or weekend hours may be requested. Some overnight travel may be required.

**Disclaimer:**

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee, and at no time does the job description constitute a contract. The college may exercise its employment-at-will rights at any time.

**This Job Description is not a complete statement of all duties and responsibilities comprising the position.**

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Printed Employee Name

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Date

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Employee Signature