DIRECTOR OF MARKETING AND COMMUNITY RELATIONS/VTC
VSC – UP PAT Bargaining Unit
Grade 15
Exempt

BASIC FUNCTION
To direct and manage Vermont Technical College marketing and community relations functions and activities to promote the college and its services.

CHARACTERISTIC DUTIES & RESPONSIBILITIES
- Plan, implement, administer/oversee, coordinate, monitor, and evaluate all of the specific programs, services, functions and activities for Vermont Technical College including: advertising, publications, public relations, institutional advancement, alumni relations, and the website.
- Develop and carry out a marketing plan that promotes the College to targeted constituencies.
- Develop and/or maintain operating policies, procedures and methods for marketing and community relations and modify programs and operating systems in accordance with institutional needs and objectives.
- Plan, request and administer the operating budgets for assigned functions.
- Supervise the work of staff assigned to community relations projects and activities.
- Develop media relations and strategies to provide statewide coverage to attract a wide range of students and provide general information to the public at large.
- Support institutional development activities, including: fund raising for a variety of scholarship programs, grant writing and the Vermont Tech alumni Association.
- Perform a variety of research and planning tasks to identify and develop public information and media relations goals and strategies, development of specific programs and media campaigns.
- Annually review and revise the college’s primary publications as a part of the marking plan; develop new materials as needed. Direct and oversee/supervise the production of various college publications.
- Develop and write press releases and articles about college programs, activities and personnel.
- Initiate and develop contacts with and represent the college to a broad range of individuals, groups and organizations in carrying out all assigned
functions, including the media, legislators, donors, alumni, trustees, business and industry representatives, and others.

- Plan and implement college-wide internal communications strategies as requested.
- Confer regularly with college administrators and staff to plan, coordinate and evaluate programs/systems/activities, exchange information and resolve problems, and serve on various college committees.
- Prepare a variety of administrative and management reports.
- Maintain currency in the marketing and community relations field.
- Duties performed primarily in standard office setting but with predictable need for travel.
- Work outside of normal business hours may be expected.
- Valid Vermont driver’s license required.
- Other duties as assigned.

SUPERVISION RECEIVED
Direction is received from the President.

SUPERVISION EXERCISED
Minimal supervision of temporary staff members, supervision of sub-contractors, e.g., external writers.

MINIMUM QUALIFICATIONS
Bachelors degree in journalism, marketing, public relations, graphic arts or other appropriate discipline, with masters preferred, plus three to five years of relevant marketing and/or public relations experience, or a combination of education and experience from which comparable knowledge and skills are acquired.

- Broad-based knowledge and skills related to institutional public affairs programs and operations, with higher education experience preferred.
- Strong technical journalistic skills, including writing, editing, reporting, photography, design, printing.
- Desktop publishing skills preferred; PC base and InDesign proficiency desirable.
- Strong planning, organizational, administrative, supervisory and budget management skills.
- Ability to deal effectively with and represent the college to a broad range of individuals/groups within and outside Vermont Technical College.

This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.