



VERMONT STATE COLLEGES

Job Description Classification

**DIRECTOR OF COMMUNICATIONS/JSC
NON-BARGAINING UNIT**

**GRADE 16
EXEMPT**

BASIC FUNCTION

To direct and coordinate a broad range of internal and external public information and college relations functions for the College.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

- Plan, implement and evaluate the functions and services of the Communications Office, including operating policies, procedures, and methods.
- Write key press releases and oversee the writing of many others. Oversee the distribution of press releases to appropriate local, regional, and national media. Maintain contacts with media representatives, suggesting and promoting various stories related to college programs, events and achievements.
- Direct and carry out a wide range of tasks, including, editing, writing, photography, and design, related to the production of many college publications; participate in the publication activities of other offices, including admissions and development, by providing technical and editorial advice; coordinate and oversee work on publications done by office staff, outside printers, freelance designers, writers and photographers.
- Oversee the College's website; coordinate web strategy; design and produce key Web pages; supervise and oversee the work of the department Web Coordinator who will perform routine maintenance on the Web, update news pages, and work with faculty and students to improve the Web. Monitor visitors on the web to aid with marketing decisions.
- Coordinate college advertising efforts, working closely with Admissions and other departments.
- Research and write the first draft of the President's Report to the Trustees.
- Anticipate problems and controversies that might reflect adversely on the college and recommend appropriate responses or approaches. Serve as key communication person for emergency or disaster planning.
- Work closely with College departments and officials to coordinate and administer marketing and design work. Especially the Admissions Department on recruitment and marketing efforts; the Sports Information Director and the Alumni and Development Department on alumni publications and fundraising.
- Hire, train and supervise two to three department employees, as well as student assistants.
- Administer and oversee department operating budget.

- Keep abreast of current developments in public relations, marketing and world wide web strategies and methods in higher education.

SUPERVISION RECEIVED

Direction is received from the President.

SUPERVISION EXERCISED

Administrative and functional supervision of one to two employees as well as student assistants.

MINIMUM QUALIFICATIONS

Bachelor's degree in journalism, public relations or other appropriate discipline, plus four years of relevant public information/relations experience, or a combination of education and experience from which comparable knowledge and skills are acquired.

- Broad base of technical journalistic knowledge and skills (reporting, writing, editing, layout, design, printing, photography and the like).
- Public relations/information experience in higher education desirable.
- Sound understanding of the goals and objectives, organizational and governance structures of a small, four-year state college.
- Good planning, organizational, administrative, budget management and supervisory skills.
- Knowledge of desktop publishing and world wide web software.
- Ability to deal effectively with and represent the college to a broad range of individuals and groups within and outside the College, frequently regarding sensitive community relations issues; good public speaking skills.

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.