



GADSDEN STATE COMMUNITY COLLEGE JOB DESCRIPTION

East Broad Campus

Created on: 3/24/2025
Revised on: 3/24/2025

Job Title	Salary Schedule	Grade	Job No.
Director of Public Relations and Marketing	C2		AD9959
Reports To	FLSA Status	Grant Funded	Tenure Track
Executive VP	Exempt	No	No

JOB SUMMARY: The Director of Public Relations and Marketing is responsible for identifying, leading, and supporting strong internal and external public relations and marketing strategies that successfully promote Gadsden State within the state and its communities. The director develops and oversees the College's marketing plan and coordination of marketing campaigns targeted to specific needs of the College. The director is the keeper of the brand, ensuring the brand message is consistent, timely, and relevant.

QUALIFICATIONS:

- ◆ Bachelor's degree in communications, journalism, marketing, public relations or a closely related field from an approved U.S. Department of Education accredited institution **required**
- ◆ Five years of experience in public relations/marketing **required**
- ◆ Master's degree *preferred*
- ◆ Minimum of three years of experience in a supervisory or leadership/administrative role *preferred*

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- ◆ Experience in photography and/or videography preferred
- ◆ Excellent oral, written and interpersonal skills required
- ◆ Experience in working with various forms of media required including print and electronic
- ◆ Extensive writing and editing experience
- ◆ Excellence in judgment and creative problem-solving skills
- ◆ Proficiency with Microsoft Office Suite and public relations applications
- ◆ Knowledge of emerging marketing communication trends, issues, and best practices impacting higher education and particularly two-year colleges

DUTIES:

- ◆ Develop/implement short and long-range goals that lead to impactful, strategic College awareness in the service area and across several stakeholder groups, including legislators, business and industry, faculty, staff and students, workforce and communities
- ◆ Identify strategic, research-based media opportunities and objectives via a close watch of market changes, analytics and developing news stories, specifically regarding academics, workforce and career/technical education initiatives and other areas of the College

- ◆ Collaborate with and supervise the public relations department for effective use of budget, time and resources
- ◆ Serve as the primary and responsive College contact for members of the media both locally and nationally, and maintain lists of subject experts, organizational data, stories and stats for relevant media coverage
- ◆ Manage projects and plan/organize events such as press conferences, exhibitions, open house, and press tours
- ◆ Be approachable and understanding of long-range planning and last-minute pivots and maintain effectiveness in either circumstance
- ◆ Direct overall college advertising campaign
- ◆ Coordinate the printing, production and quality assurance of all brochures, flyers, and informational publications that relate to the College and its programs
- ◆ Provide marketing and media support for college sponsored events and activities on all campuses including those sponsored by the Foundation and Alumni Association
- ◆ Work with Police Department on Crisis Management Plan
- ◆ Direct crisis communications for emergency situations
- ◆ Oversee printing, production, and distribution of the annual College report and At A Glance
- ◆ Develop and implement a strategic plan for the public relations department
- ◆ Manage the public relations budget
- ◆ Represent the College on various local and state committee(s), taskforce(s) and/or professional organizations to advance the institutional mission and community quality of life
- ◆ Perform other duties as assigned by the President or Executive Vice President
- ◆ Comply with all policies of the Alabama Community College System and the College

Note: The intent of this description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described below represent those that an employee may encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.

Physical Demands:

- ◆ **Mobility:** Primarily sedentary work with occasional standing, walking, bending, and reaching.
- ◆ **Manual Dexterity:** Regular use of standard office equipment, such as computers, printers, and copiers
- ◆ **Lifting:** Ability to lift and carry materials weighing up to 25 pounds
- ◆ **Communication:** Clear and effective verbal and written communication skills are essential for collaborating with media, stakeholders, and internal departments

Work Environment:

- ◆ **Setting:** The position is based in a typical office environment within an educational institution. Occasional presence at media events, conferences, or community engagements may be required

- ◆ **Travel:** Occasional travel may be required to attend conferences, workshops, media events, or meetings
- ◆ **Schedule:** Standard work hours are expected; however, flexibility is necessary to accommodate deadlines, crisis situations, or media engagements
- ◆ **Interaction:** Regular collaboration with faculty, staff, administration, media representatives, and external partners to ensure effective communication and marketing strategies.

Reviewed by: HR Manager

Employee Name:

Employee Signature

Date