



## GADSDEN STATE COMMUNITY COLLEGE JOB DESCRIPTION

Initial Base  
Gadsden Campuses

Created on: select  
Revised on: 2/24/2026

Job Title	Salary Schedule	Grade	Job No.
<b>Public Relations &amp; Marketing Specialist</b>	<b>C3</b>		
Reports To	FLSA Status	Grant Funded	Tenure Track
<b>Director of Public Relations and Marketing</b>	Exempt	No	Yes

**JOB SUMMARY:** To assist the Public Relations and Marketing Director in all PR & marketing functions at Gadsden State Community College.

Direct Supervisory Responsibility:     YES     NO

**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
- ◆ Experience in photography and graphic design
- ◆ Experience in development/fundraising
- ◆ Experience in working with various forms of media, including print and electronic
- ◆ Experience in writing and editing

**DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◆ Commitment to the teaching-learning process of the community college and the open-door admission process
- ◆ Proficiency with Microsoft Office Suite and public relations applications
- ◆ Excellent oral, written and interpersonal skills required

**ESSENTIAL DUTIES and RESPONSIBILITIES:**

- ◆ Excellent written and verbal communication skills.
- ◆ Office 365 administration skills.
- ◆ Knowledge of current classroom technologies.
- ◆ Knowledge of enterprise resource planning (ERP) systems.
- ◆ Demonstrated success in planning and implementing projects with organization-wide impact.
- ◆ Ability to work independently.
- ◆ Ability to establish and maintain effective working relationships with students, other college employees, and the public in a pleasant and effective manner.
- ◆ Ability to evaluate and effectively implement new service offerings.
- ◆ A high level of creative, strategic, and critical thinking.

- ◆ Effective decision-making skills to ensure fairness and consistency.
- ◆ Manage the College network and server environments.
- ◆ Manage daily operations of the information technology resources for the College.
- ◆ Communicate technical matters effectively with people of varying skills and background, including board members, supervisors, college faculty and staff, students, and the general public.
- ◆ Serve as a member President's cabinet in absence of the Regional Chief Information Officer (RCIO) to provide technology leadership in the direction and planning of college wide initiatives.
- ◆ Maintain the college Technology Plan, Information Security Plan, and Disaster Recovery Plan.
- ◆ Develop the IT and technology fee budget to accomplish the goals set forth by the Technology Plan and the leadership of the College in conjunction with the RCIO.
- ◆ Analyze complex business needs presented by the user community and clients and recommend technical solutions. Develop plans for implementation of new projects and coordinate process with project leaders.
- ◆ Act as a liaison between the managers and supervisors of other departments and Information Technologies to ensure proper involvement in the planning of projects. This would involve assisting in the communication and resolution of technical problems affecting other departments.
- ◆ Provide and maintain ITS departmental outcomes and reports in association with SACSCOC and other external regulatory agencies.
- ◆ Establish appropriate priorities, short and long-term plans of action, and organize total activities to achieve desired objectives in conjunction with the RCIO.
- ◆ Provide leadership in streamlining work processes and policies to ensure the College's services and systems are effective and efficient.
- ◆ Performs all other such professional duties as assigned by the RICO and/or President.
- ◆ Perform other duties as assigned by the Director of PR & Marketing
- ◆ Comply with all policies of the ACCS & 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.

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**Physical Demands:**

- ◆ **Mobility:** Primarily sedentary work performed in an office or front-desk environment with frequent sitting, standing, walking, and reaching as needed to assist visitors and complete clerical tasks

- ◆ **Manual Dexterity:** Regular use of standard office equipment, including computers, telephones, copiers, printers, and scanners. Requires sufficient hand-eye coordination for data entry and handling small office materials
- ◆ **Lifting:** Ability to lift, carry, or move materials and supplies weighing up to 25 pounds occasionally.
- ◆ **Communication:** Clear and effective verbal and written communication skills are essential for frequent interaction with students, employees, and the public

**Work Environment:**

- ◆ **Setting:** The position is based in a typical office and student service area environment within a college setting
- ◆ **Travel:** Minimal travel may be required between campus locations for meetings, training, or administering tests
- ◆ **Schedule:** Standard work hours are expected; however, occasional extended hours may be necessary during peak registration or special events
- ◆ **Interaction:** Frequent interaction with students, faculty, staff, and visitors requiring professionalism, patience, and a customer-service focus

**Reviewed by: HR Manager**

**Employee Name:**

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**Employee Signature**

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**Date**