

**College of the Siskiyous  
Job Description**

**Job Title:** Director, Public Relations & College Foundation      **FLSA:** Exempt

**Group:** Admin. Support/Management      **Salary Schedule:** Admin Support/Management

**Job Summary**

Directs public relations and marketing program to maintain a consistent and positive public image for the College. Provides public information services for the entire campus. Provides support and assistance to the COS Foundation's fund-raising events.

**Essential Duties and Responsibilities include the following:** This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed while in other cases related duties may also be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Plans and directs the on-going public relations and marketing program to create and maintain a consistent, positive and dynamic public image of the College.

Monitors public relations' annual goals and objectives. Directs and supervises Public Relations Office (PRO) staff and students help.

Represents the District and its programs, services, and activities to the media and the public, while maintaining regular contact with the faculty, staff, public and media to generate and monitor all media coverage.

Develops, promotes and supervises special events and press conferences. Researches, writes, edits, and distributes press releases and all other institutional advertising and marketing documents for campus community. Coordinates photography for publications and promotional materials.

Responds to inquiries from the media and provides information to the media, arranges interviews, organizes all press coverage.

Chairs the District-wide Marketing Committee and the Graphic Standards Committee to develop the 5-year marketing plan and monitor uniform style for publications used in marketing and public relations. Assists campus departments with the development and distribution of marketing materials used in their areas.

Studies and monitors the needs, perceptions, preferences and satisfactions of the community regarding the District. Interprets data to analyze and identify marketing opportunities. Assists all Administrators, Area Directors and Program Managers to write and implement an annual marketing plan.

Maintains database of agency and organization addresses for marketing and promotional purposes.

Develops PRO budget. Oversees and coordinates the fiscal activities of the PRO, approves purchases and financial obligations.

Develops public information procedures and training for telephone operators and PRO staff.

Develops and implements appropriate activities to publicize the mission and work of the Foundation. Provides leadership and support for the Foundation Board members. Develops, manages and markets annual Foundation events.

Assists in recruitment of Foundation Board members.

Directs the Performing Arts Committee and other Foundation committees to design and implement events. Supervises and coordinates Foundation's Scholarship Committee; oversees the management of the Scholarship Program.

Attends college meetings and social functions relative to the Foundation and reports at the District's Board of Trustees on the Foundation's activities.

Oversees and manages the Foundation's fiscal activities. Prepares and manages Foundation budget.

Performs related duties as assigned.

**Employment Standards:** The requirements listed below are representative of the knowledge, skills and abilities required to satisfactorily perform the essential duties and responsibilities.

**Training and Experience:** Any combination of education and experience that demonstrates possession of an Associate's degree or an equivalent. Bachelor's degree preferred. At least five (5) years experience in higher education including at least three (3) years of public relations, particularly in the provision of public information services, and management level experience.

**Knowledge:** Knowledge of principles and practices of Public Relations; business and marketing techniques; CA legislation; IRS regulations for community college foundations; PC and related software; budgeting procedures; campaign development, fund-raising, gift solicitation and event planning; news dissemination through communication and electronic media.

**Ability:** Ability to provide leadership in community college Public Relations; communicate effectively verbally; demonstrate excellence in writing for publication; operate a PC and related software; maintain effective working relationships with other people; gather, maintain and analyze statistical data; manage and supervise staff.

### **Valid CA drivers license**

**Physical Effort/Work Environment:** The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit. The employee frequently is required to use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand and walk. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

While performing the duties of this job, the employee regularly works in indoor conditions and regularly works near video display. The employee is occasionally exposed to outside weather conditions and uses personal vehicle and occasionally works in evenings or on weekends. The noise level in the work environment is usually moderate.

**Job Description Approved 2/11/03**