

## DIRECTOR OF COLLEGE COMMUNITY RELATIONS

DISTINGUISHING FEATURES OF THE CLASS: Under general direction of the President Westchester Community College, the incumbent is responsible for the promotion and interpretation of college programs through print, electronic media, and publications, preparation and distribution of a campus newspaper, speaker forum information, and the college directory. The incumbent also directs and participates in informational and marketing programs designed to keep the public informed of the college's comprehensive programs and to gain the support and good will of area residents. Frequent contacts occur between the incumbent and department heads, media representatives, students and the general public. Supervision is exercised over a number of support staff. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Gathers information from WCC faculty, administrative staff and students and other sources to write news releases and informational brochures on courses and programs offered at the community college;

Plans, organizes and conducts press conferences for the college to inform the public about the variety of educational and cultural programs available to encourage enrollment and participation;

Develops and implements advertising campaigns to maximize results within budgetary limitations and monitors results to modify program for better results;

Plans and implements special events sponsored by the college such as building dedication ceremonies to maximize public relations;

Allocates resources to maximize results of public relation plans and activities;

Prepares the annual plan and budget for College Community Relations Department;

Maintains clipping file of articles and photos about the school;

Coordinates the preparation, production, and distribution of public relations and marketing material including catalogue, viewbook, monthly college calendar, and other publications;

Establishes and maintains liaison with press correspondents, TV, radio and newspaper reporters and editors;

Acts as liaison for WCC with other county departments and may issue statements, respond to inquiries, or contact media to solicit coverage for community college events;

Represents WCC in intra-college and inter-agency events and serves in an advisory capacity for Mainstream, WCC's retirement institute.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles and practices of public and community relations; thorough knowledge of the principles and practices of journalism; good knowledge of the methods used in evaluating a public information/relations campaign; working knowledge of print and electronic media outlets; ability to formulate, prepare and implement public relations/information programs; ability to communicate effectively both orally and in writing; strong skills in writing and editing; good judgment; initiative; tact; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Bachelor's Degree\* in Journalism, English, Communications, Advertising, Public Relations or related field and either: (a) five years experience in any of the above fields, four years of which must have been in an administrative capacity in a community or public relations program; or (b) a Master's Degree\* in any of the above mentioned fields and 3 years experience as stated in (a) including two years of the specialized experience; (c) a satisfactory equivalent combination of training and experience as defined by the limits of (a) and (b).

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the Board of Regents of the New York State Education Department as a post secondary degree granting institution.