DIRECTOR OF COLLEGE COMMUNICATIONS  
Cape Cod Community College

POSITION SUMMARY:
Direct report to the President with singular responsibility for developing and implementing a comprehensive public affairs and marketing effort designed to: position the institution as the primary resource for its various publics, promote its academic and workforce-based offerings, and enhance the public image of the College in support its mission of outreach and service. Serves as a member of the President’s Cabinet and provides counsel to senior administrative personnel and to all other elements of the College including speech writing and presentation development. Areas of responsibility include: media/community relations, legislative liaison, publications (both print and digital including the world-wide-web), advertising, marketing, and promotions. Because of the College’s unique geographic location, interactions with Boston & Providence media, state and national legislative leaders and their offices are routine. Serves as College spokesperson and represents the institution in numerous capacities. Supervise 5 staff members, Directly responsible for a budget that will top $400,000 in 2002. Indirectly counsel and advise the expenditure of an additional $150,000 to $200,000 per year by other departments.

SUPERVISION RECEIVED: Direct Report to the President

SUPERVISION EXERCISED: Directly responsible for the supervision of department personnel including: Assistant Director, Publications Editor, Graphics Technician, Web Site Technician, and Administrative Associate, and from time to time supervises part-time support personnel including work-study students, interns, and outside service/contract providers.

EXAMPLES OF DUTIES:

1. Provides leadership and counsel in the development of comprehensive public affairs and marketing communications programs including the development, administration, and evaluation of campaigns to internal and external audiences regarding the College’s mission, goals, and activities.

2. Provides counsel and contributes a public affairs/marketing perspective to the deliberations of the College’s Administrative Counsel, President’s Cabinet, and other College committees and organizations.

3. Maintains strong media relationships, serves as College spokesperson for media inquiries, provides for the timely release of College information, anticipates and prepares responses for inquiries including those of a sensitive nature and/or involving major policy issues or decisions.

4. Directs the College’s media relations activities including the production and dissemination of press releases, public service announcements, and web-based information distribution.

5. Maintains a positive relationship with Board of Higher Education Personnel through the Massachusetts Office of Community Colleges and with peers at other college and institutions.

6. Hires, directs, supervises, encourages and evaluates staff members to achieve excellence for the College.

7. Directs the development and maintenance of the College’s official web site and other digitally designed and/or delivered communications/marketing products, and provides guidance to College departments and groups building and maintaining components of the official College site or creating communications/marketing products for electronic delivery.
8. Directs the development and distribution of College print, broadcast, and web-based publications/materials including catalogs, newsletters, brochures, presentations, displays, and other related materials intended for internal or external distribution.

9. Develops and manages the operating budget for the Office of Public Affairs and Marketing.

10. Develops and executes marketing/advertising budgets, plans, schedules including the placing and/or purchasing of advertising, print, broadcast, and web-based, to promote student recruitment, course enrollment, event attendance, and financial support of the institution.

11. Designs and/or directs the design of all major elements of College publications as well as print advertising; establishing format and graphic compositions standards as required to communicate a unified positive image of unequalled quality, opportunity, and value to its service area.

12. Seeks opportunities to build community support and linkages to the institution through personal involvement with community groups, agencies, service organizations, and private business/industry.

13. Stays abreast of new marketing communications practices, technologies, and advancements in communications tools; makes recommendations to the President, Cabinet, and Administrative Counsel regarding new activities or modifications to existing practices that would be in the best interest of the institution.

14. Other duties as may be assigned to support the mission of Cape Cod Community College.

MINIMUM QUALIFICATIONS:

Bachelor's degree

Experience in advertising design and public relations

Demonstrated interpersonal skills

Proficiency in oral and written expression.