TITLE: Managing Director of Public Relations

DEPARTMENT: Public Relations/Human Resources

FUNCTION: Develops and executes a strategic plan to promote Bergen Community College’s mission and vision and its brand as a premier higher education institution. Represents the College as the primary spokesperson to the public including local, regional and national media; actively liaises with the community, various education and government agencies and constituencies, and the broader higher education community. Conceptualizes and facilitates the implementation of projects, programs and events aimed marketing the College’s services and messaging and enhancing its overall success.

REPORTS TO: Executive Director of Human Resources

SUPERVISES: Public Relations Assistant, Manager of New Media Services, Customer Service Assistant; oversees Supervisor of Graphic Services and Graphic and Web Designer

MAJOR RESPONSIBILITIES:

Responsibilities include but are not limited to:

1. Develops and executes a strategic plan to promote Bergen Community College’s mission and vision and its brand as a premier higher education institution.
2. Represents the College as the primary spokesperson to the public including local, regional and national media; actively cultivates and maintains media contacts and liaises with the community, various education and government agencies and constituencies, and the broader higher education community.
3. Partners with key stakeholders and leads the development of the College’s brand.
4. Provides strategic counsel and input to the President, Executive Director of Human Resources, and other Executive Management on communications and public relations activity; drafts correspondence, speeches, and media messages at the request of College’s President or other designated Executive Management.
5. Enhances the College's image by applying proactive and reactive communications strategies; leads crisis communications and related activities as needed.
6. Plans and manages overall media relations strategy for the College including press outreach, media events, media calls, collateral, crisis communications support, and press material development.
7. Creates Public Relations programs that positively position the College and align closely with recruitment and retention campaigns, using communications tools and practices to reinforce the College’s message.
8. Prepares selected scripts on higher profile topics for use in various forums including speaker remarks, introductions, and cable television productions.
9. Develops a set of core outcomes for unit and measures and tracks annual performance against objectives; prepares and submits annual assessment report to the designated office; and fully engages with the College’s Outcomes Assessment Program.
10. Prepares, tracks, monitors, and adheres to an annual budget.
11. Acts as performance manager for all direct reports including managing day to day performance, producing and communicating written performance evaluations, approving requested time off, and other points of
compliance with HR rules, regulations and unit collective bargaining agreements.

12. Subject to senior management review and final board approval, has the responsibility, power, and authority to hire, fire, discipline, and promote employees.

13. Performs additional tasks or duties as assigned by the Executive Director of Human Resources or other designated management.

MINIMUM QUALIFICATIONS:

Knowledge, Skills and Abilities: Demonstrates understanding of the community college mission and practices an open door policy. Possesses influencing skills and has the ability to conceive, plan, execute, and coordinate public relations activities and initiatives. Excellent public speaking skills are a must. Knowledge of advertising, creative writing, and public affairs highly preferred. Has basic proficiency in the use of the Microsoft Office suite. Exhibits strong skills in:

- Leadership
- Managing People
- Communication
- Customer and Student Focus
- Building Relationships
- Organizing
- Planning

Education: Bachelor's Degree required, preferably in Public Relations, Journalism, Communications, Marketing or related fields; Master's Degree preferred

Experience: Minimum of 5 years of progressively responsible public relations experience, preferably in a higher education setting.

Bergen Community College is an equal opportunity employer and does not discriminate on the basis of race, color, religion, age, sex, national origin, disability, or veteran status.

Submitted by: ___________________ Date: ____________
Name/Title

Approved by: ___________________ Date: ____________
Name/Title

Reviewed by: ___________________ Date: ____________
Human Resources

Board Approval: ___________________ Date: ____________
Board Member

THE COLLEGE RESERVES THE RIGHT TO MODIFY JOB DESCRIPTIONS AT ANY TIME WITH OR WITHOUT NOTICE