

Saint Michael's College Job Description

Job Title: Associate Director of Marketing and Communications: Public Relations

Department: Marketing and Communications

Supervisor or Manager's Title: Director of Marketing and Communications

Date Created: 3/9/22

Last Revised: 3/18/2022

Our Mission: It is the mission of Saint Michael's College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives:

- To increase the visibility of Saint Michael's College in national, regional, and local media
- To assist with the development and coordination of internal communications to be sure the community is aware of important news and information
- To establish and improve systems, tools, and resources used for media relations and internal communications
- To act as public information officer in emergencies

Essential Duties and Responsibilities:

• **Public Relations:**

- **Researches:** Researches and identifies important stories about the College and its community in order to advance the visibility and enhance the brand. Individual is diligent to seek out stories that can convey the value of cultural, ethnic, gender, and other individual differences in people
- **Writes:** Develops compelling stories and engaging and effective press releases, media pitches, and media alerts and op-eds collaborating with the Marcom team to leverage multimedia tools
- **Conducts outreach:** Actively pitches stories to local, regional, and national media outlets, journalists, writers, and social influencers
- **Trains:** Helps prep faculty and administrators to engage with media inquiries – by drafting clear talking points and, if necessary, coaching how to respond to media inquiries
- **Networks:** Develops and maintains relationships with College experts, as well as outside writers and journalists.
- **Plans and coordinates:** press conferences, news events, and interviews with media
- **Acts as spokesperson:** Speaks on behalf of the College with the media as necessary
- **Enhances department's PR capabilities:** Develops annual PR strategy. Develops templates, scripts, and maintain contact databases that support the media relations function
- **Improves internal communications:** Works with Marcom to develop and support internal communications tools, news feeds, and events calendars
- **Performs analysis:** Using website analytics, social listening, and media monitoring, performs regular assessments to understand trends and to ensure efforts are resulting in desired exposure

• **Emergency Communications:**

- Assists with emergency communications by acting as public information officer – coordinating with Vice President, Director and the President's Office to draft public statements and communicate with media
- Works with the director on crisis communications, reputation management

• **Communications:**

- Occasionally writes for the magazine, weekly newsletter, or internal communications to College constituents
- Coordinates internal communications

• **Overall**

- Understands, appreciates, and can effectively articulate the College's mission
- Helps to create an environment of learning about, valuing, encouraging, and supporting differences

Secondary Responsibilities:

- Assists with the publication of news and stories on the College's news and information outlets
- Maintains database of media outlets and contacts to ensure it is up-to-date and accurate
- Supports communications initiatives by helping to write and/or review new content for the website, and other marketing outlets
- Works with and provides coaching to student employees who are hired to collaborate on PR for the College
- Regularly attends and "covers" College events
- Assists with coordinating the internal publicity for community events

Positions Supervised:

- Students employees and interns (1-2)

Major Contacts:

- Director of Marketing and Communications
- Marcom Staff
- Vice President for Enrollment and Marketing
- Office of the President
- VP of Academics
- VP of Student Life
- Director of Public Safety

Demonstrates Excellence:

- Executes effective and compelling storytelling and writing
- Understands news trends and works to feed College stories into evolving trends
- Is familiar with modern approaches to public relations and earned media placement, including photo, video, audio, and social media
- Is able to respond quickly and effectively to media inquiries
- Can build and maintain relationships with journalists and writers, as well as subject matter experts on campus
- Is calm and well -organized in fast-paced, stressful situations

Education and Work Experience:

- Bachelor's degree in communications or related area
- 5 or more years of experience working in a communications or public relations role as part of a team
- Understanding of online, digital, broadcast, and non-mainstream media platforms
- Higher education experience desired, but not required

Knowledge, Skills, and Abilities:

- Excellent written and oral communications
- Skilled at capturing video, audio, and still images to support public relations efforts
- Has a facility with A.P. style
- Able to work both in a proactive, focused, strategic manner as well as a collaborative and faced-paced manner to meet short and long-term deadlines
- Able to prioritize stories that have the highest likelihood of gaining earned media
- Experience working in content management systems
- Strong organizational skills, able to multi-task in a face-paced environment
- Attention to detail
- Ability to work collaboratively with people of different backgrounds

Analytic Skills:

- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response

Language and Literacy Skills:

- Reads and interprets a wide range of information
- May interpret documents to others
- Regularly writes reports and correspondence
- Able to shift writing style as needed for different audiences
- Regularly explains policies, listens to questions, responds, and problem solves
- Speaks to individuals and small groups effectively

Computer/Technology Skills:

- Familiarity with Microsoft Office products
- Ability to quickly learn new software systems, such as the College's collaboration and project management tools

Licenses, Certifications and Other Requirements:

- None required

Physical Demands:

Work is often performed in a typical office environment requiring:

- Sitting in a normal seated position for extended periods of time
- Communication skills using the spoken word
- Hearing sufficient to hear within normal range

While performing the duties of Associate Director of Marketing and Communications: Public Relations, the employee is occasionally required to lift and/or move up to **10** pounds.

The physical demands 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 a disability to perform the essential functions.

Additional Requirements for the Job:

- Will be required to work some evenings and weekends during the academic year
- Some travel to conferences or to meet with journalists may be required

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.