



**DIRECTOR OF PUBLIC RELATIONS
INSTITUTIONAL ADVANCEMENT**

REPORT TO: Vice President of Advancement
E CLASS: FT 12
FLSA: EXEMPT

PURPOSE:

The Office of Institutional Advancement invites applications for the Director of Public Relations. This position is responsible for oversight, strategy, and execution of the College's marketing, public relations, market positioning, and market research. He/she will be the "Face" of Miles College and is responsible for ensuring that all of these functions are aligned with the organization's vision, mission, and strategic priorities and display a personal commitment to the mission of Miles College.

REQUIRED QUALIFICATIONS:

Bachelor's degree in marketing, communications, or related field required, at least three years progressively responsible experience in marketing communications, preferably in higher education; demonstrated knowledge of strategic marketing planning, social media marketing, content production, design, and publication, project management, and customer service; strong writing and editing skills; strong presentational and public speaking skills; demonstrated ability to work as part of a team and lead groups to consensus; and supervisory experience are required. Desire to work in a fast-paced, team-oriented office.

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:

- Work with the Vice President of Institutional Advancement, the President, and other college leadership to develop a strong institutional position in the press and other media to raise the visibility of Miles College.
- Proactively seek and earn media coverage at the local, regional and national level through news releases, media patches, marketing material, and building and maintaining relationships with members of the media.
- Primary speech writer for the President and other cabinet-level leadership as required.
- Drafting news releases, marketing material, speeches, and opinion-editorial pieces for local, regional, and national news outlets.
- The director coordinates marketing, media relations, external and internal publications, graphic design, web design and content, social media, and video production.
- The director develops, implements, and measures the success of the department's strategies for telling Miles's story for growing enrollment, and for promoting student, faculty, and staff accomplishments.
- Actively pitch faculty, staff, and administrators (especially the President) as experts in the higher education field.
- The director acts as liaison with the media, cultivates their interest in the College, and ensures that the department maintains positive relationships inside and outside the College.

- The director also offers clarity about the utilization of, and priorities for, communication and marketing services; and assists the institution and the President to respond in times of crisis or emergency.
- Develop and implement a social management strategy, incorporating social media in all communications plans and actions.
Create compelling messaging, excellent writing and editing skills, and strong experience with digital and social media and media buying.
- Liaison with print and mail vendors print and mail media for general work and specific campaigns.
- Works with the Vice President of Institutional Advancement to develop and marketing plan and strategy.
- Other related duties as required.

KNOWLEDGE, SKILLS & ABILITIES:

- Media and public relations principles and practices;
- Public information principles and practices;
- Budgeting principles and practices;
- College operations and administration principles and practices.
- Crisis planning and communications;
- Project management principles and practices;
- Social media principles and practices
- Developing public relations strategies;
- Developing and maintaining relationships with members of the community, media, business, and industry;
- “Pitching” story ideas and getting earned media;
- Planning and executing special events;
- Communicating effectively through oral and written mediums.
- Developing creative concepts and messages to achieve desired objectives and College branding;
- Facilitating meetings;
- Handling multiple tasks simultaneously;
- Managing projects;
- Working with diverse academic, cultural, and ethnic backgrounds of college students and staff;
- Communicating effectively with all levels of management, board of directors, staff, and external individuals and groups, including media representatives;
- Analyzing and interpreting data and information and making appropriate recommendations based on findings;
- Preparing a variety of written materials, including speeches, presentations, magazine and web articles; blog posts, news releases, and media advisories.
- Utilizing computer technology for communication, data gathering, and reporting activities.

WORK ENVIRONMENT:

Work is generally performed in an office environment with frequent interruptions and irregularities in the work schedule. Working hours may vary and occasional evening and weekend work is required. No special coordination beyond that used for normal mobility and handling of everyday objects and material is needed to perform the job satisfactorily.

TRAVEL:

Travel is required as necessary.

***This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment.*

SPECIAL INSTRUCTIONS TO APPLICANTS:

A criminal background check will be conducted. *No phone calls will be accepted.* **Interested applicants should submit a resume, cover letter, and application to mwilson@miles.edu.** Due to the large volume of inquiries, applicants will not receive a response unless there is a match, at which point the applicant will be contacted for an interview.

NOTICE OF NON-DISCRIMINATION

Miles College is an equal opportunity employer dedicated to building an inclusive and diverse workforce. Miles College does not discriminate in its educational programs and activities on the basis of race, color, religion, ethnic or national origin, age, disability, sex, gender, gender identity, gender expression, sexual orientation, veteran status, or any other bases prohibited by law. Inquiries about the application of Title IX and its supporting regulations may be directed to the Title IX Coordinator, Brown Hall Room 101, 5500 Myron Massey Blvd Fairfield, AL 35064, 205-929-1440, titleix@miles.edu. For information on the Title IX Sexual Harassment/Sexual Assault policy and grievance procedures, please [Click here](#).