

OFFICE OF HUMAN RESOURCES
803-981-7259
803-327-8037
803-981-7711 FAX

Re-Opened for New Applications

POSITION: Director for Strategic Communications and Marketing (Public Information Director II)- College Advancement/Strategic Communications and Marketing

STARTING SALARY: Starting salary may be commensurate with qualifications.
(ClassBC40/Slot0001/Band 07) Position# 104734

MINIMUM TRAINING AND EXPERIENCE: A bachelor's degree in Journalism, Public Relations, Communications, Marketing or a related field and at least four (4) years of directly related experience. Master's degree in a related field highly desired. Experience in higher education and/or corporate communications/marketing strongly preferred.

KNOWLEDGE, SKILLS AND ABILITIES: Extensive knowledge of planning, writing and editing publications; principles and methods of planning and conducting a communications and marketing program. Ability to establish working relationships with media, college faculty/staff and the community at large. Ability to supervise the work of others. Ability to communicate effectively in writing and orally. Ability to coordinate and execute a variety of tasks simultaneously and to exercise judgment and discretion. Working knowledge of graphic and web applications, and the MS Office Suite, and MAC computers. Working knowledge of state government and the political process.

SPECIFIC DUTIES

1. Marketing and Brand Management- Develops and executes long term marketing strategies designed to promote the College's mission and brand positioning to include advocacy and quality control of the College's brand and trademarks, internally and externally. Directs the planning, development, editorial content, production and evaluation of promotional campaigns and college collateral (print, website, electronic). Oversees the revamping of the College's external website and development of a campus intranet, to include components for measuring and assessing performance and effectiveness.
2. Student Enrollment- Works collaboratively with all College departments in developing and delivery of a myriad of departmental communication and marketing needs. Works directly with Enrollment Services in identifying, developing, and deploying marketing and communications strategies to support the recruitment of prospective students and retention of current students.
3. Strategic Communications- Provides leadership in the planning, development and direction of communication strategies and long-range public relations program. Collaboratively works with the institution's leaders to develop and plan public relations/media relations activities that are designed to elevate public awareness and visibility of the College (locally, regionally, and nationally). Develops and maintains effective working relationships with media representatives. Designs, executes, and manages strategic communications plans for student, employee, crisis, and external communications. Oversees the ongoing development and maintenance of the College's social media strategy.
4. Communications Counsel- Serves as the College's Chief Public Information Officer. Acts as the official college media contact/spokesperson as required and/or requested by the President or Vice President for College Advancement. Serves as key member of the College's Crisis Management

Team. Provides strategic communications and media relations counsel, writing, and presentation support to the President, Vice President for College Advancement, and other senior administrators at the College.

5. Communications & Marketing Governance- Develops guidelines and procedures governing the release of information by the College. Determines needs for new policies and procedures and for revision of existing guidelines related to campus communications, internally and externally. Produces and publishes training literature, material, and workshops for effective execution of marketing and communication plan for the College. Establishes and manages a formal Speakers Bureau to centralize college speaking engagements and coordinate external speakers to the campus. Provides guidance to departmental staff and assists in solutions to unusual or difficult challenges. Develops the marketing budget.
6. Performs other related duties as required to support the mission of the College and as directed by the Executive leadership team to include planning and execution of special events.

To apply, please complete an on-line employment application at www.yorktech.edu/hr or come to the Human Resources Department, 452 South Anderson Road, Rock Hill, SC, 29730, to complete an on-line employment application. Applications accepted until January 4, 2016.

**YORK TECHNICAL COLLEGE IS AN EQUAL OPPORTUNITY
AFFIRMATIVE ACTION EMPLOYER PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS
AMENDED. THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE
EMPLOYEE AND THE EMPLOYER.**