

Job Description

Position Title: Media Relations Director

Job Family: Marketing & Communications

Job Level: Director

FLSA Status: Exempt

Salary Grade: 09

Position Summary:

The Media Relations Director supports the college's efforts related to planning, execution and measurement of external communications to drive awareness and understanding of PCC through exceptional storytelling, timely articles, managing crisis communications and developing innovative approaches to media pitching. The Director of Media Relations finds and creates content for news articles, press releases, posts and key messages that are deployed across various traditional and digital news platforms and social media channels.

Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Proactively pitches local, state, national and higher education trade media on PCC-related stories that elevate the College's brand and highlight student success, innovative programs and exceptional faculty and staff.
2. Acts as one of the spokespersons for the College.
3. Leads and directs the External Relations media team who write and pitch stories external and internally on behalf of the College.
4. Builds strong and trusted relationships with College staff, faculty and students to develop enterprise stories on a regular basis to pitch to traditional and digital media as well as social media channels.
5. In collaboration with the Vice Chancellor of External Relations, develops an editorial calendar for regular and timely outreach to news and social media outlets.
6. Develops strong working relationships with local, state, national and higher education trade reporters and editors as well as social media channel producers, bloggers and influencers.
7. In collaboration with the Vice Chancellor of External Relations, develops and implements media training for College staff, faculty and senior leadership.
8. Offers counseling to the Chancellor, senior leadership on media outreach strategies and tactics.
9. Develops and implements tools to effectively track and report on effectiveness of the College's media relations efforts.
10. In collaboration with the Vice Chancellor of External Relations and the PCC Police Department, develops a comprehensive crisis communication plan.
11. Performs all other duties and responsibilities as assigned or directed by the supervisor.

Knowledge, Skills, and Abilities:

1. Knowledge of business management and fiscal practices
2. Knowledge and application of organizational and time management principles
3. Knowledge of principles and methods for promoting programs and services
4. Skill in budget/resource management
5. Skill in independent decision making
6. Skill in people leadership and supervision
7. Skill in program development and process improvement
8. Skill in public speaking
9. Ability to adapt and maintain professional composure in emergent and crisis situations
10. Ability to develop and maintain effective and positive working relationships

Supervision:

- Supervises work of other supervisors/managers, including planning, assigning, scheduling, and reviewing work, ensuring quality standards. Is responsible for hiring, terminating, training, and developing, reviewing performance, and administering corrective action for staff. Plans organizational structure and job content.

Independence of Action:

- Results are defined; employee sets own goals and determines how to accomplish results with few or no guidelines to follow, although precedents may exist; supervisor/manager provides broad guidance and overall direction.

Competencies:

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- **Organizational Culture:** Position provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.
- **Governance, Institutional Policy, and Legislation:** Position allows for impacting the guidelines that determine how the College operates.
- **Student Success:** Position allows the opportunity to support student success as well as improve access and retention.
- **Institutional Leadership:** Position provides the opportunity to provide leadership across the institution. Leading by example and supporting team building.

- Institutional Infrastructure: Position allows for taking part in the development of foundational aspects of the College, including the establishment of a strategic plan, financial and facilities management, accreditation, and technology planning.

Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Bachelor's degree in Public Relations, Communication, Marketing, Journalism, or a closely related field of study required.
- Master's degree in Public Relations, Communication, Marketing, Journalism, or a closely related field of study required.
- Five (5) to eight (8) years of related experience required.
- More than eight (8) years of related experience in marketing, social media, and data analysis preferred.
- Three (3+) years of supervisory experience required.

OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in an standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to move, transport, and/or position objects of light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information.
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

Special Conditions of Employment:

- Pre-employment Background Check Required
- Works some evenings and weekends