

Richmond Community College

Job Description

Position Title: Director of Marketing and Communications

General Description: Reporting directly to the Associate Vice President of Marketing and Strategic Planning, the Director of Marketing and Communications is responsible for creatively leading and implementing the marketing and community outreach efforts of the College in order to support the strategic plan, strengthen the College's image and brand, and actively inform stakeholders and the community of the College's programs and services.

Duties and Responsibilities of the Position:

1. Assists in developing, implementing and assessing the results of the RCC marketing plan.
2. Designs and manages organizational activities providing the College with effective public and community relations, brand management, advertising and promotions, press and publication management, and social and web media.
3. Coordinates college outreach staff and recruitment and outreach efforts with other appropriate departments, in support of the enrollment management plan.
4. Produces and submits to the Associate Vice President of Marketing and Strategic Planning all press releases, articles, and college publications, serving as the primary author or editor.
5. Fields college contacts for news media inquiries.
6. Responsible for the College's effective and positive presence in digital media, including the internet and social media.
7. Manages the College's brand and logos in all usages.
8. Assists in the development of an aggressive and visible public relations strategies to build the College's position within its communities and with stakeholders at the local, state and national levels.
9. Plays a leadership role in major college events, including graduation, convocations, and special events.
10. Manages the utilization and programming for the College's local educational cable TV channel.
11. Develops and recommends marketing plan and budgets for assigned departmental projects, following all college policies.
12. Develops and recommends to the Associate Vice President of Marketing and Strategic Planning all policies and procedures related to marketing and community outreach.
13. Fulfill other relevant and appropriate duties as assigned by the Associate Vice President of Marketing and Strategic Planning, including college committee assignments.
14. Willing to work a flexible schedule in order to meet college needs.

Position Qualifications:

Knowledge, Skills and Abilities:

1. Excellent writing and public speaking abilities.
2. Proven ability to multi-task, meet deadlines and work in a collaborative, team-based environment.
3. Strong leadership and problem solving skills required.

4. Thorough understanding of terminology, applied concepts and processes in print, web-based, and social media.

Minimum Education and Experience:

1. Bachelor's degree in marketing, public relations, journalism or a related field required. Masters degree preferred.
2. Minimum of 5 years experience in journalism or marketing required.
3. Minimum of 2 years of supervisory experience required.
4. Professional experience in a higher education setting is preferred.
5. Portfolio of relevant writing and creative work required.

Salary Grade: RCC Salary Level 8, commensurate with experience.

Location: DeWitt Building

Questionnaire for

Compliance with Americans with Disabilities Act

Interview guide for collecting job analysis information

Job Title: Director of Marketing & Communications

Division: Administration

Location: DeWitt

Supervisor's Title: Associate Vice President of Marketing and Strategic Planning

Department: Presidents Office

Shift: NA

1. General Purpose of Job. Briefly describe the job's primary purpose or contribution to the department or organization.

See job description.

2. Duties and Responsibilities. List the job's essential or most important functions and responsibilities. Include all important aspects of the job -- whether performed daily, weekly, monthly, or annually; and any that occur at irregular intervals.

See job description.

3. Supervisory Responsibilities. If this job supervises others, give the name of unit(s) or department(s) managed and number of employees supervised. If there are subordinate supervisors, list them also.

Director of Marketing and Communications

4. Physical Demands:

4A. How much on-the-job time is spent in the following physical activities? Show the amount of time by checking the appropriate boxes below.

	Amount of Time			
	None	Up to 1/3	1/3 to 2/3	2/3 and more
Stand	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Talk or hear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Use hands to finger, handle or feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Climb or balance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stoop, kneel, crouch or crawl	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reach with hands and arms	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Taste or smell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4B. Does this job require that weight be lifted or force be exerted? If so, how much and how often? Check the appropriate boxes below.

	Amount of Time			
	None	Up to 1/3	1/3 to 2/3	2/3 and more
Up to 10 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 25 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 50 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 100 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than 100 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4C. Does this job have any special vision requirements? Check all that apply.

- ☒ Close vision (clear vision at 20 inches or less)
- ☒ Distance vision (clear vision at 20 feet or more)
- ☒ Color Vision (ability to identify and distinguish colors)
- ☒ Peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)
- ☒ Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)
- ☒ Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)
- ☐ No special vision requirements

4D. Make notes on the specific job duties that require the physical demands selected above.

Job requires walking to other buildings, driving to off campus locations, use of telephone and computer.

5. Work Environment:

5A. How much exposure to the following environmental conditions does this job require? Show the amount of time by checking the appropriate boxes below.

	Amount of Time			
	None	Up to 1/3	1/3 to 2/3	2/3 and more
Wet, humid conditions (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work near moving mechanical parts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work in high, precarious places	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fumes or airborne particles	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toxic or caustic chemicals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor weather conditions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme cold (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme heat (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of electrical shock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of radiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vibration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5B. How much noise is typical for the work environment of this job? Check the appropriate level below.

- ☐ Very quiet (Examples: forest trail, isolation booth for hearing test)
- ☐ Quiet (Examples: library, private office)
- ☒ Moderate Noise (Examples: Business office with typewriters and/or computer printers, light traffic)
- ☐ Loud noise (Examples: metal can manufacturing, department, large earth-moving equipment)
- ☐ Very loud noise (Examples: jack hammer work, front row at rock concert)

5C. Make notes on the specific job duties that are affected by the environmental conditions selected above.

6. Comments. Include any other information that will aid in the preparation of an accurate description of this job.

7. Questionnaire prepared by:

Name: _____ Date: _____

Title: _____

Basis for knowledge of job: ☐ hold job now; ☐ supervise job; ☐ other (explain)

Exposure Determination for Bloodborne Pathogens

All position descriptions, including administrative and support personnel, whether paid or volunteer, must be evaluated by the appropriate department chairman/head and a Risk of Exposure to Bloodborne Pathogens Classification I or II be assigned to the position as it applies to each employee's work location. In situations where jobs of the same title entail substantially different categories of risk based on the department to which assigned, job titles will be modified to include the unit name thereby creating a newer, more specific description for that position.

For jobs which fall into Classification II, a list of tasks or procedures which present an occupational exposure to those employees should be prepared and appended to the job description. Assignment of personnel to a new department in the same basic job may necessitate a formal change of job title to ensure that they will receive training according to that job's risk classification. This must be reviewed on an annual basis by department managers for all job titles which they supervise or manage.

_____ CLASSIFICATION I

This includes jobs in which required tasks routinely involve a potential for mucous membrane or skin contact with blood, body fluids, tissues or potential spills or splashes. Use of appropriate measures is required for every employee performing these tasks.

_____ CLASSIFICATION II

This includes jobs in which required tasks normally do not involve exposure to blood, body fluids or tissues, but may require performing unplanned Classification I tasks. In these jobs the normal work performance involves no exposure to blood, body fluids or tissues. However, exposure or potential exposure may be required as a condition of employment or class performance.

_____ PERSONNEL NOT COVERED BY THE STANDARD

This includes jobs in which required tasks involve no greater exposure to blood, body fluids, or tissues that would be encountered by a visitor. The normal work/class performance involves no exposure to blood, body fluids, or tissues that would be encountered by a visitor. The normal work/class performance involves no exposure to blood, body fluids, or tissues and the employee can decline to perform tasks which involve a perceived risk without retribution.

NOTE: All employees who do not fit into Classification I or II will fall into a third category not covered by the Standard.