

# **Sul Ross State University**

## **Position Description**

**Official Title:** Director of Public and Media Relations/RGC  
**Salary Group:** Unclassified

**Job Code:** 1332

### **Summary**

Function: The Director is Responsible for planning, supervising and coordinating the Rio Grande College marketing plan and facilitating the internal and external communication efforts of the Vice President.

Scope: Responsible for the administration and management of all Rio Grande college publications.

### **Duties**

Essential: Serve as principal writer for RGC publications including print, radio, and television, designed to project and maintain a favorable public image; advise and assist RC staff in writing and producing promotional materials; plan and conduct public relations programs; prepare and distribute fact sheets, news releases, photographs, advertisements, brochures and official university publications, including newsletters, semester class schedules, and the Rio Grande College catalog; develop and maintain positive relationships with local and regional news media; coordinate the oversight and maintenance of the College web pages with appropriate RGC personnel; serve as the community relations officer for the institution. Department heads are responsible for content and maintenance of their department webpages. Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

### **Supervision**

Received: Report to the Rio Grande College Vice President.

Given: May supervise student assistants.

### **Education**

Required: Bachelor's degree in journalism, public relations, marketing, communications, or a related field.

Preferred: Master's degree.

### **Experience**

Required: Five years experience in higher education public relations, newspaper, or associated work; three years of management experience.

### **Equipment/Skills**

Required: Ability to conceptualize, research, write, and edit RGC publications; thorough and demonstrable understand of computerized publications processes; ability to develop budgets and plan the use of resource and time; excellent written and interpersonal communication skills.

### **Working Conditions**

Usual: Normal office conditions; exempt from overtime provisions. Position is Security Sensitive.

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.

Date revised: July, 2001