



**Connecticut State Community College
Job Description
Campus Communications/Public Relations Coordinator**

**Salary Level:
CCP 16 (Subject to Willis)**

**Date Approved/Revised:
Rev 2 Date 8/7/23**

Position Purpose

The Campus Communications/Public Relations Coordinator is a campus-based position that is responsible for the development and implementation of public relations activities for the campus and its Foundation/Institutional Advancement functions, consistent with CT State strategic branding, goals and objectives. The incumbent coordinates with the CEO, the Institutional Advancement team and CT State Media and Organizational Communications teams on public relations and promotions activities to support strategic goals and is the campus point-person for public and media relations. The Coordinator develops and distributes press releases; manages campus social media; maintains relationship with local media including print, digital and broadcast; contributes and coordinates website and e-newsletter content; supports on-campus events, community spaces and outreach; and produces promotional documents that reflect CT State branding guidelines

Supervisory and Other Relationships

The Coordinator typically reports to the CEO, a Dean or other administrator. The incumbent may supervise the assignment and completion of work by student workers and/or freelance professionals.

The position has extensive cooperative and collaborative relationships with on-campus administration, faculty, staff and students; and with colleagues within the CT State marketing team. The Coordinator also maintains relationships and/or has interactions with individuals and groups outside the campus, including media representatives, the general public and others seeking information about campus and/or Foundation programs, services, facilities and activities.

While there is not a formal supervisory relationship, it is incumbent on this position to work within the guidelines and processes defined by the CT State Director of Media and Public Relations.

Major Accountabilities

The Coordinator is accountable for developing and implementing a public relations/communications program of outreach and activities that increases awareness and understanding of campus programs and services, as well as Foundation goals and achievements. This program aligns with CT State branding and messaging to inform internal and external audiences about events, programs and services.

Examples of Duties

The following examples of duties and accountabilities illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

The Campus Communications/Public Relations Coordinator performs tasks that educate internal and external audiences, including the general public, with regard to campus programs, services and events that build relationships within the community. This is accomplished through effective performance in these essential duties:

- Develop and distribute press releases; answer local media queries and maintain relationships with local media. When appropriate, refer media to the CT State Director of Media & Public Relations and/or the AVP of Communications and Strategic Marketing for college-wide matters requiring official comment.
- Coordinate creation and updating of website content pertaining to the campus and implement updates through

the CT State Web Services team

- Write, edit and produce documents such as reports, programs, invitations, fact sheets, flyers or other collateral that support campus programs services and events
- Serve as a point of contact for the local press; respond to media requests with access to subject matter experts, where appropriate; and seek positive coverage of campus activities and events
- Develop written remarks for the CEO or Institutional Advancement staff, as needed
- Research and advise campus leadership on opportunities to promote the campus through public relations
- Oversee campus social media accounts, create content and engagement strategy; create social media content, perform social listening and coordinate responses
- Coordinate with freelancers, contractors or other campus coordinators
- Perform tasks such as photography, photo editing/sharing, and event staffing

Professional Participation and Development

In addition to the accountabilities listed above, the Campus Communications/Public Relations Coordinator is required to carry out the essential duties of:

- Attendance and participation at convocation and commencement ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.

All of these may involve attendance at evening or weekend events.

The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature.

Qualifications

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft 365 (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in these areas:

- Professional practice of journalism, social media and public relations;
- Copy writing;
- Desktop Publishing;
- Event Planning;
- Photography;
- Media Relations;
- Presentation skills.

The incumbent must also have existing media relationships, or proven ability to establish those relationships, though demonstrated professional practice of social media and public relations.

These skills and abilities typically are acquired through a combination of education, experience and training which would include a Bachelor's degree in an appropriately related field together with from 1-4 years of related experience; or a combination of education, experience and training which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment

The position's work normally is performed in such venues as offices, graphics and print shops and places where the public may assemble. The position's work requires the incumbent to travel to such locations as television and radio stations, newspaper offices and printing plants as well as to locations for College and public events. Reasonable accommodation will be made for incumbents and candidates with physical limitations.