



POSITION ANNOUNCEMENT

Director of Public Relations

CAMPUS: Campus Wide - Office Location TBD

STATUS: Full-Time Exempt

DUTIES: Under general supervision, the Director of Public Relations will be responsible for developing strategic communications and marketing plans for Oconee Fall Line Technical College and the College Foundation. Manages the production of publications and college information; assists with special projects and activities; responds to routine and more complex inquiries from students and the general public or directs them to the appropriate source; takes photos and writes news releases to be submitted to various media sources; assists with the planning and/or execution of special projects and activities; assists in marketing various college services; directs media relations efforts and manage press conferences; prepares the college's annual report; conducts surveys to determine best advertising methods to meet the target audience; conducts regular evaluation of services provided and makes adjustments as needed; manages and oversees financial/budget operation of the department. The Director of Public Relations reports directly to the Vice President of Administrative Services of the College.

MINIMUM QUALIFICATIONS: A Bachelor's degree *and* three (3) years' experience in marketing and/or public relations. Preference will be given to candidates with a master's degree in marketing, public relations, communications or closely related field.

COMPENTENCIES: Knowledge of advertising and marketing principles, design concepts and publication theories; developing and managing an annual marketing campaign; skill in the operation of job-related computer software; skill in photography; expertise in social media marketing and digital marketing campaigns; skill in decision making and problem solving; skill in interpersonal relations and in dealing with the public; good oral and written communication skills; and the ability to perform complex and varied duties.

SALARY/BENEFITS: Salary is commensurate with education and experience. Benefits include state holidays, annual, personal, and sick leave, State of Georgia Flexible Benefits and State Health Benefit Plan.

**Employment is contingent based upon successful completion of appropriate background checks.

APPLICATION INSTRUCTIONS:

The position is available until filled. Applicants must complete the job application process through the Oconee Fall Line Technical College Online Job Center at www.OFTC.edu located under Employment Opportunities. As a part of the application process, interested candidates will also be required to upload certain other documents such as a resume, unofficial transcripts, and proof of license as stated on the job ad. Incomplete submissions will not be considered.

Note: Due to the volume of applications received, we are unable to personally contact each applicant. If we are interested in scheduling an interview, a representative from our college will contact you.

Equal Opportunity Institution -

The Technical College System of Georgia and its constituent technical colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, or citizenship status (except in those special circumstances permitted or mandated by law).

EEOC Coordinator – Rosemary Selby 478.553.2056

Title IX Coordinator - Janet Smith, 478.274.7836

ADA/Section 504 Coordinator – Saketta Brown, 478.274.7643 or 478.553.2124