**EXECUTIVE DIRECTOR INSTITUTIONAL ADVANCEMENT &**

**PUBLIC RELATIONS**

**(FULL TIME)**

**MULTIPLE CAMPUS LOCATIONS**

**MINIMUM QUALIFICATIONS:**

A Bachelor’s degree \*and\* five (5) years of work-related experience.

**PREFERRED QUALIFICATIONS:**

Master’s degree in marketing, communications, business administration, or a related field.

Seven (7) years of proven success in marketing, public relations, and managing external relationships, with a demonstrated ability to lead capital campaigns.

**POSITION SUMMARY**:

The Executive Director of Institutional Advancement and Public Relations will provide strategic leadership in institutional advancement and public relations. This individual will be responsible for developing and executing strategies to enhance the college’s visibility and foster strong relationships with the community and key stakeholders. The Executive Director Institutional Advancement & Public Relations will report directly to the Vice President of Institutional Advancement, Marketing & Public Relations. This position offers a unique opportunity to play a vital role in shaping the college's public image, fostering community engagement, and ensuring consistent and effective communication strategies.

**KEY RESPONSIBILITIES:**

* Develops strategic communications plans for the college and coordinates implementation with the Vice President of Institutional Advancement, Marketing and Public Relations.
* Manages the production of publications and information materials.
* Assists with special projects and activities.
* Responds to routine and complex inquiries from students and the general public or directs them to the appropriate source.
* Directs media relations efforts and manages press conferences.
* Prepares the college’s annual report on accomplishments for the year.
* Conducts student surveys to determine the best advertising methods to reach the target audience.
* Manages and oversees the financial/budget operations of the department.
* Monitors the activities of personnel to ensure compliance with policy and department procedures.
* Evaluates one employee at scheduled intervals upon reviewing all relevant information.
* Conducts regular evaluations of services provided and makes adjustments as needed.
* Maintains up-to-date policies, procedures, and awareness of state and federal laws that may impact department initiatives.
* Oversees public relations efforts, including media outreach, social media management, and digital communications, ensuring consistent and positive messaging.
* Collaborates with academic departments and administrative units to promote credit, economic development, and adult education programs, student success stories, and institutional achievements.
* Serves as a contact for the college, working closely with the President and Vice President of Institutional Advancement, Marketing and Public Relations on external communications and crisis management.
* Serves as a key advisor to the President on matters related to marketing and public relations.
* Under minimal supervision, directs the development, implementation and maintenance of a comprehensive internal and external resource development plan for a technical college.
* Creates printed and oral reports, presentations, brochures, publications and other documents to be delivered to diverse audiences.
* Manages public relations for the technical college and the technical college Foundation.

**INSTITUTIONAL ADVANCEMENT:**

* Builds and maintains relationships with alumni, donors, and corporate partners to secure financial support for the college’s initiatives and priorities.
* Coordinates and manages fundraising and alumni events.
* Tracks and analyzes donor metrics to further increase overall fundraising totals for the institution.
* Manages donor cultivation, stewardship, and recognition programs, ensuring effective engagement and communication with all stakeholders.
* May coordinate the development of the Foundation budget.
* Works closely with the Vice President of Institutional Advancement, Marketing and Public Relations to develop and maintain working relationships with new and existing Board of Trustee members and external contacts to promote the technical college and coordinate activities such as Foundation committee meetings.
* Develops and submits grant proposals.
* Researches, gathers information and generates reports.
* May supervise subordinate personnel.
* Other duties as assigned.

**COMPETENCIES:**

• Knowledge of advertising and marketing principles and concepts.

• Knowledge of local demographics

• Knowledge of design concepts and publication theories and guidelines

• Knowledge of postal regulations and direct mail concepts

• Knowledge of budgetary management principles

• Skill in the delegation of responsibility and authority

• Skill in operation of computers and job-related software programs

• Oral and written communication skills

• Skill in interpersonal relations and in dealing with the public

• Decision making and problem-solving skills

**SALARY:**

Salary commensurate with education and work experience. Benefits include paid state holidays, paid annual and sick leave, and the State of Georgia Flexible Benefits Program.

**SPECIAL NOTES:**

It shall be a condition of employment to submit to a background investigation. Offers of employment shall be conditional pending the result of the background investigation.

Federal Law requires ID and eligibility verification prior to employment.

All male U.S. citizens, and male aliens living in the U.S., who are ages 18 through 25, are required to register for the military draft and must present proof of Selective Service Registration upon employment.

Applicants who need special assistance may request assistance by phoning (770) 229-3454.

Only those who are scheduled for an interview will be notified of the status of the position.

Candidates must successfully complete a criminal background investigation and motor vehicle screening.

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, sex, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, spouse of military member, or citizenship status (except in those special circumstances permitted or mandated by law). This nondiscrimination policy encompasses the operation of all technical college-administered programs, programs financed by the federal government including any Workforce Innovation and Opportunity Act (WIOA) Title I financed programs, educational programs and activities, including admissions, scholarships and loans, student life, and athletics. It also encompasses the recruitment and employment of personnel and contracting for goods and services.