

Southeastern Illinois College

Communications and Public Relations Specialist

(Full-time position)

DIVISION: President's Office
LOCATION: Southeastern Illinois College Campus
REPORTS: Executive Director of Marketing and Public Engagement
BOARD APPROVED: August 17, 2021 / February 21, 2017 / May 21, 2014

POSITION SUMMARY: This is a communications and relations professional staff position working in a team-based, multi-task environment. The position requires engagement in varied assignments related to internal and external communication tasks in the immediate functional area. It requires skills in independent judgment, discretion, project management, writing/editing, multi-media, research/reporting, event planning, and organizational relations.

ESSENTIAL RESPONSIBILITIES: include the following. Other duties may be assigned.

1. Assist with public reports and related materials.
2. Assist with general office resources and reporting as assigned.
3. Coordinate institutional correspondence as assigned.
4. Engage in writing and interviewing assignments.
5. Assist with media contacts and on-campus events that involve media on campus photos and event coverage, including some off-campus and/or nightly events.
6. Coordinate College social media.
7. Create regular video content for social media use and collaborate on larger projects.
8. Coordinate web activity in conjunction with I.T. Webmaster including posting of news articles, photos on homepage, spotlights, etc. Must maintain a fresh web presence.
9. Contribute and assist in the creation and execution of a content management plan regarding webpages.
10. Engage work on catalog, annual report, newsletter, viewbook, and other project needs.
11. Utilize computer skills including software such as Excel, Word, Adobe Creative Suite, and Animoto.
12. Engage mass and targeted campaigns as assigned.
13. Engage in functional unit cross-training.
14. Other duties as assigned.

SUPERVISORY RESPONSIBILITIES: As assigned and may involve student workers

EDUCATION: Bachelor's Degree in Relevant Field. Experience Preferred. Graphic design knowledge/experience encouraged. Video knowledge/experience preferred. Strong social media understanding/experience required.

QUALIFICATIONS: Demonstrate professional qualities including: punctuality/meeting deadlines, initiative, creativity, problem solving, team work, and confidentiality. Must be hard-working, dynamic, and personable.

COMMUNICATIONS SKILLS: Excellent written and verbal skills required; multi-media and computer skills necessary; personable and good with public relations; analytical and organizational skills paramount; punctuality, commitment, sensitivity, and confidentiality are musts.

MATHEMATICAL SKILLS:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITIES:

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form; Ability to deal with problems involving several concrete variables in standardized situations.

CERTIFICATES, LICENSES, REGISTRATIONS:

Valid driver's license.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand; walk; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception, and ability to adjust focus.

OTHER REQUIREMENTS:

Occasional evening hours required. The employee must be willing to travel to occasional overnight training seminar/workshops.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.