DATE: July 27, 2010

POSITION: Public Information Director

MINIMUM STARTING SALARY: $44,825 Per Year; (Hiring Range $44,825 – $63,877) actual starting salary commensurate with experience and education. (Position # 104734, Class BC40/Band 07)

MINIMUM TRAINING AND EXPERIENCE: A bachelor’s degree in Journalism, Public Relations, Communications, Marketing or a related field and at least four (4) years directly related experience. Master’s degree in a related field highly desired. Experience in higher education and/or corporate communication strongly preferred.

KNOWLEDGE, SKILLS AND ABILITIES: Extensive knowledge of planning, writing and editing publications; extensive knowledge of the principles and methods of planning and conducting a public information/marketing program. Ability to establish working relationships with the media, college faculty/staff and the community at large. The ability to supervise the work of others. Ability to communicate effectively in writing and orally. Ability to coordinate a variety of tasks simultaneously and to exercise judgment and discretion. Working knowledge of graphic and web applications, and the MS Office Suite. Working knowledge of state government and the political process.

SPECIFIC DUTIES:

1. Provides leadership in the planning, development and direction of communication strategies and long-range public information and relations program, collaboratively works with the institution’s leaders to develop and plan public relations/media relations activities that are designed to generate public awareness and brand the College as leading the way in providing quality technical education. Develops the marketing budget.

2. Directs and coordinates the activities of a professional staff in completing complex and varied assignments including, the production of TV and radio spots, print ads, newsletters, catalogs, handbags, class schedules and other promotional material presented to the public. Provides guidance to departmental staff and assists in solutions to unusual or difficult challenges. Develops long term marketing strategies designed to promote the college’s mission, goals and objectives. Directs the planning, development, editorial content, production and evaluation of promotional campaigns.

3. Directs, plans and oversees the development of the college’s web site as a key communications tool to promote the College.

4. Serves as the College’s Chief Public Information Officer. Acts as the official college media contact/spokesperson as required and/or requested by the President. Develops and maintains effective working relationships with media representatives. Serves as a key member of the College’s Crisis Management Team.
5. Prepares speeches, news releases, articles, media campaigns, print advertisements and or other promotional programming/ad material.

6. Develops policies and procedures governing the release of information by the College. Determines needs for new policies and procedures and for revision of existing policies related to general information. Produces and publishes training literature and materials for effective execution of marketing and communication plan for the College.

7. Performs other related duties as required to support the mission of the College and as directed by the Executive leadership team.

**To Apply**, complete an on-line employment application at [www.yorktech.edu/hr](http://www.yorktech.edu/hr) or come to the Human Resources Department at 452 South Anderson Road, Rock Hill, SC to complete an on-line employment application. **APPLICATION DEADLINE IS AUGUST 12, 2010.**

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