




Job Classification Description

**DIRECTOR OF MARKETING AND COMMUNITY RELATIONS/VTC
VSC - UP PAT Bargaining Unit** **Grade 15
Exempt**

BASIC FUNCTION

To direct and manage Vermont Technical College marketing and community relations functions and activities to promote the college and its services.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

Plan, implement, administer/oversee, coordinate, monitor, and evaluate all of the specific programs, services, functions and activities for Vermont Technical College including: advertising, publications, public relations, institutional advancement, alumni relations, and the website.

Develop and carry out a marketing plan that promotes the College to targeted constituencies.

Develop and/or maintain operating policies, procedures and methods for marketing and community relations and modify programs and operating systems in accordance with institutional needs and objectives.

Plan, request and administer the operating budgets for assigned functions.

Supervise the work of staff assigned to community relations projects and activities.

Develop media relations and strategies to provide statewide coverage to attract a wide range of students and provide general information to the public at large.

Support institutional development activities, including: fund raising for a variety of scholarship programs, grant writing and the Vermont Tech alumni Association.

Perform a variety of research and planning tasks to identify and develop public information and media relations goals and strategies, development of specific programs and media campaigns.

Annually review and revise the college's primary publications as a part of the marketing plan; develop new materials as needed. Direct and oversee/supervise the production of various college publications.

Develop and write press releases and articles about college programs, activities and personnel.

Initiate and develop contacts with and represent the college to a broad range of individuals, groups and organizations in carrying out all assigned

functions, including the media, legislators, donors, alumni, trustees, business and industry representatives, and others.

