

# HILLSBOROUGH COMMUNITY COLLEGE

## CLASS SPECIFICATION

<i>Class Title:</i> Executive Director, Marketing & Public Relations		<i>BOT Date:</i> July 21, 2004	
<i>Level:</i> ADM05	<i>FLSA Status:</i> Exempt	<i>Class Code:</i> A0501	<i>Adm. Rev:</i>

### GENERAL DESCRIPTION

Plans, organizes, coordinates and oversees comprehensive programs for public relations, marketing, communications, special events, grants management, and alumni affairs.

### KEY RESPONSIBILITIES

### % OF TIME

1.*	Participates in College Leadership meetings by presenting ideas and recommendations.	20%
2.*	Provides administrative direction to the College's communications, marketing and public relations programs and serves as official College spokesperson to the media.	30%
3.*	Provides administrative leadership to the marketing, alumni and grants management programs. Utilizes data provided by the College's information system to ensure high quality and timely internal/external communications.	20%
4.	Assists with government, legislative and grant efforts.	10%
5.	Coordinates and oversees College-wide special events.	10%
6.	Plans and administers departmental budgets and provides input for the college budget.	10%
7.	Performs other similar and related duties as required.	

\* Indicates an "essential" job function.

<i>Class Title:</i> Exec Dir, Mktg & Public Relations	<i>Class Code:</i> A0501	<i>Level:</i> ADM05
<b>KEY JOB REQUIREMENTS</b>		
<i>Education:</i>	Masters degree required.	
<i>Work Experience:</i>	Five to seven years.	
<i>Planning Scope:</i>	One to three years: formal plans that exceed one year, but not three years beyond normal operational planning.	
<i>Planning Level:</i>	The primary scope of planning activities in this position affects the campus.	
<i>Impact on Budget:</i>	Delegating/Directing: Have full authority to delegate control of the budget to subordinate personnel. May plan and direct revenue generating activity.	
<i>Impact on Grant Funds:</i>	Incidental/Indirect: Provide supportive advice, analysis, or related services which impact the expense or revenues but with not authority to actually spend the budget. May collect or process revenues/expenses.	
<i>Impact on Revenue Generating</i>	Incidental/Indirect: Provide supportive advice, analysis, or related services which impact the expense or revenues but with no authority to actually spend the budget. May collect or process revenues/expenses.	
<i>Impact of Decisions:</i>	The work involves leadership which routinely affects a major campus of HCC in a demonstrable way.	
<i>Complexity:</i>	Highly Complex: Work is broad in scope covering one or more complicated areas. A high degree of analytic ability and inductive thinking is required to devise new, non-standard approaches to highly intricate, technically complex problems.	
<i>Decision Making:</i>	Highly Complex: Independent judgment is required to recommend departmental or school/center objectives, evaluate new approaches to problem solving, and assess changing facts or conditions.	
<i>Problem Solving:</i>	Problem solving requires understanding and evaluation of impact upon the College. Solutions affect College policy or the operations of campuses.	
<i>Internal Contacts:</i>	Regular contacts with internal persons of importance and influence involving considerable tact, discretion and persuasion in obtaining desired actions and/or the handling of difficult personal relationships.	
<i>External Contacts:</i>	Regular contacts with external persons of importance and influence involving considerable tact, discretion and persuasion in obtaining desired actions and/or the handling of difficult personal relationships.	
<i>Level of Supervisory Responsibility:</i>	Responsible for supervising multiple functions, with full responsibility for effective operation and results of those departments.	
<i>Job-Related Knowledge:</i>	Multiple Professional Skills: Requires extensive knowledge in several professional disciplines and is able to integrate information from many diverse areas. Requires extensive theoretical or highest level of organizational and/or business knowledge to manage a major segment of the College. May act in a consultative capacity using broadly recognized expertise.	
<i>Innovation/ Creativity:</i>	Work requires the development of innovative methods, procedures, products or systems. This is a significant part of the job and results generally affect several schools.	
<i>Working Conditions/ Physical Effort:</i>	Work requires only minor physical exertion and/or physical strain. Work environment involves only infrequent exposure to disagreeable elements.	