

CITRUS COMMUNITY COLLEGE DISTRICT BOARD POLICY

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DIRECTOR OF PUBLIC AFFAIRS/COLLEGE PROMOTION

Appointment

1. The Director of Public Affairs/College Promotion is recommended by the Superintendent/President and final employment is conferred by the Board of Trustees.
2. The Director of Public Affairs/College Promotion is responsible to the Director of Development and Administrative Assistant to the President.

Duties

The Director of Public Affairs/College Promotion is responsible for:

1. Developing and managing an internal and external communications and information program that includes a comprehensive college promotion program.
2. Writing news releases for all area newspapers and preparing public service announcements for radio and television on college activities.
3. Maintaining positive personal touch with media by visits, telephone calls, luncheons, etc.
4. Developing ideas for feature stories that newspaper, magazine, television personnel may use.
5. Keeping in continuous touch with management, support staff, and faculty members to learn about newsworthy items.
6. Working closely with student leaders to cover student activities.
7. Preparing weekly bulletin for campus distribution and monthly events calendar for newspapers and magazines and mailing to community residents.
8. Writing Board Highlights for on-campus personnel and local press.

9. Preparing bid information for the printing of spring, fall, and summer Citrus College Reports/Class Schedules. Write, layout, proof read, and supervise preparation and mailing of these reports.
10. Maintaining files of newspaper college news stories from the press.
11. Assisting in maintaining a speaker's bureau of campus personalities, attending Board of Trustee meetings and special meetings, preparing media materials, serving on management committees relevant to communications and public relations.
12. Arranging for photographs to distribute to the media, maintaining school promotional literature, handling bulk mailing preparation for community services documents and promotional brochures.
13. Developing lecture, slide, or video programs for presentation to service organizations and clubs, schools, and public exhibits, delivering talks to other supportive organizations in order to communicate more effectively the community services philosophy at Citrus College.
14. Attending public relations and community services workshops and meetings to enhance ideas and keep abreast of innovative systems and techniques for implementation in the community college system.
15. Providing editorial, informational, technical and public relations assistance to all departments upon request.
16. Preparing advertising copy for newspapers, television, and other forms of mass media.
17. Serving as a representative to implement college-sponsored programs at off-campus sites.
18. Serving as a representative to community-sponsored activities programs.
19. Working with faculty and staff to develop a comprehensive promotion and recruitment campaign.
20. Assuming other responsibilities as directed by the Superintendent/President.