

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2024**

ASSISTANT DIRECTOR, INTEGRATED COMMUNICATIONS & SPECIAL EVENTS

FLSA STATUS: EXEMPT – PAY GRADE: 20- P

JOB FAMILY: MARKETING/PUBLIC RELATIONS JOB FUNCTION: COMMUNICATIONS

GENERAL STATEMENT OF JOB

The Assistant Director of Integrated Communications and Special Events plans and develops the College's image and reputation through independent and collaborative development and distribution of multimedia content and conceptualizes and implements successful Collegewide events and special projects. The Assistant Director of Integrated Communications and Special Events collaborates with senior leadership and communicates the College's mission and vision through the creation of speaking points, public relations messages, special events, and presentations for internal and external audiences.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Develops, builds, implements, and manages brand identification processes and programs to accomplish general online social media penetration goals.

Develops branded content for print, video, and electronic communications to positively impact student experience, enrollment, and support the college's strategic plan.

Manages FSCJ's Collegewide events calendar displaying student, employee, and community events by creating or reviewing events added to the calendar.

Supports the Chief Communications Officer in crisis communications preparation and response.

Conceptualizes, plans, organizes, and manages a variety of annual and signature events in support of the College's awareness and engagement efforts.

Manages and maintains the College's Brand and Style Guide.

Supervises and evaluates assigned staff; provides mentorship and leadership to staff; completes annual performance reviews and semi-annual check-ins; conducts and manages hiring, training, and supervision of staff. Provides coaching and facilitates professional development opportunities.

Leads communications and specials events planning functions and activities in support of all FSCJ students.

Perform other related duties, as required.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Bachelor's degree from a regionally accredited institution supplemented by five (5) years of related experience.

PREFERRED QUALIFICATIONS

Bachelor's degree from a regionally accredited institution in advertising, graphic design, marketing, communications, or business supplemented by five (5) years of related experience. Experience with planning large-scale events, including budgeting, promotion, and execution. Experience with social media platforms and their respective participants (Facebook, Instagram, YouTube, Twitter, LinkedIn etc.) and how they can be deployed in different scenarios. Experience with AP Style Guidelines for editing content, grammar, punctuation, and style

**MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED
TO PERFORM ESSENTIAL JOB FUNCTIONS**

Physical Requirements: Must be physically able to operate a variety of equipment including computers. Involves some physical effort, such as standing and walking, or frequent light lifting (5-10 pounds); or minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment. Task may involve extended periods of time at a keyboard.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving and receiving instructions, assignments and/or directions.

Language Ability: Requires the ability to read a variety of correspondence, reports, forms, lists, etc. Requires the ability to prepare correspondence, reports, forms, requisitions, etc., using prescribed format. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively with subordinates, co-workers, the public, supervisors, etc.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; to determine decimals and percentages; to perform high school algebra and to utilize descriptive statistics.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in operating modern office equipment and machinery.

Manual Dexterity: Requires the ability to handle a variety of office machines, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress, imposed by frequent deadlines, peak workload, or public/student contact.

Physical Communication: Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions.

Effective: 8/2018

Revised: 3/11/24