

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2015**

**ASSISTANT DIRECTOR OF COMMUNICATIONS**

**FLSA STATUS: EXEMPT – PAY GRADE: 20- P**

**GENERAL STATEMENT OF JOB**

Under the direction and supervision of the departmental Director, the Assistant Director of Communications provides strategic direction to the implementation of FSCJ's communications strategy. The Assistant Director of Communications collaborates with senior leadership to effectively communicate the College's mission and vision through the creation of speaking points, public relations messages and presentations for internal and external audiences.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Write all forms of communication material including speaking points, marketing collateral, ad copy, organization website, web and mobile apps, radio spots, video scripts/story boarding, Chapter newsletters, e-newsletter blasts and other materials as needed.

Research, develop and write op-eds, bylined articles, background materials, presentations and speeches

Assist with the development and implementation of communications strategies to promote the image of the College and its programs to the external community; develop strategies for streamlining and standardizing communications and student interactions throughout the student lifecycle.

Write copy for print ads, brochures, TV spots, radio and other forms of advertising.

Conduct relevant research, drafting speeches and published messages, guiding other senior leadership and campus presidents on the preparation of such drafts, and working directly with the President to finalize them for delivery or issuance.

Collaborate with departmental director and marketing team to ensure consistency across all marketing and communications efforts and projects, including key messaging and institutional branding.

Identify the needs and interests of constituent groups through research and translates the research results into strategic communication efforts; develop, oversee, and coordinate information campaigns that communicate and strengthen the image and reputation of the College using a variety of communication methods and media.

Collaborate on the development, implementation and updates to the FSCJ Branding and Identity Standards Guide.

Develop targeted communications for events in collaboration with special events coordinator and content experts.

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Create, edit and manage content for the FSCJ website; help develop a clear and consistent online presence; and work with other departments to ensure existing pages are current, accurate and accessible.

Plan, write and oversee the production of publications, including newsletters, annual reports, strategic plan updates, video productions, radio scripts and email announcements, ensuring that the information aligns with the strategic goals for FSCJ's communications strategy.

### **SUPERVISION RECEIVED**

Supervision is received from the appropriate supervising administrator.

### **SUPERVISION EXERCISED**

Supervision is exercised over assigned staff.

### **MINIMUM QUALIFICATIONS**

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

### **PREFERRED QUALIFICATIONS**

Bachelor's degree from an accredited institution in advertising, graphic design, marketing, communications, or business supplemented by five (5) years of related experience.

## **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.

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**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 11/15