

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2019**

CHIEF COMMUNICATIONS OFFICER

FLSA STATUS: EXEMPT – PAY GRADE: 29 – A

JOB FAMILY: COMMUNICATIONS

JOB FUNCTION: COMMUNICATIONS

GENERAL STATEMENT OF JOB

The Chief Communications Officer at FSCJ serves as the College's chief marketing, branding and communications officer. In collaboration with senior leadership, the CCO leads the development of a comprehensive long-term strategic communications and marketing plan to advance the College's visibility and reputation, effectively utilizing the College's marketing, communications, media relations, and public relations capabilities. The CCO has overall responsibility for communications, messaging, marketing and branding activity for the College. Working collaboratively with all areas of the College, the CCO represents and promotes the College, increasing its visibility and reputation and advancing the institution's mission, vision, and goals. The CCO will oversee the evolution and implementation of a cohesive communications, marketing and branding strategy for the College in all forms of media in its outreach to external and internal constituencies. The CCO oversees the day-to-day and strategic management of media and public relations, website design and content, marketing and advertising as well as social media and crisis communication.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Oversees communications, editorial and design services, visual media, web strategy and development.

Leads and directs the development and implementation of the College's strategic marketing and communications policies, objectives, and initiatives; ensures that all College communications are in accordance with the strategic parameters defined by senior leadership.

Oversees the design, development, implementation and ongoing maintenance of the College's website, fscj.edu.

Oversees the College's social media accounts and campaigns to effectively manage the College's social media messages and image.

Initiates, leads and assists with the development and implementation of communications and marketing strategies to promote the image of the College and its programs to the external community using market research data to determine the most effective techniques for reaching target audiences.

Works with all areas of the College, and in collaboration with the Associate Vice President for Enrollment Management, to develop strategies for streamlining and standardizing communications and student interactions throughout the student lifecycle.

Leads, monitors and evaluates marketing and communications strategies, including advertising, promotions and public relations to support the marketing objectives and maximize the positive exposure in local, national, and global markets.

Identifies the needs and interests of constituent groups through research and translate the research results into strategic communication efforts; develops, oversees, and coordinates information campaigns that communicate and strengthen the image and reputation of the College using a variety of communication methods and media.

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Provides leadership and direction for the College's web resources to achieve and maintain an integrated web presence that fully entrenches the College brand with students, community, local industry and other stakeholders; oversees the monitoring of all official College social media accounts.

Oversees marketing and communications to promote the College's mission, image, events and activities.

Provides strategic direction and coordinates marketing and communications produced by academic and administrative units.

Manages the coordination of the College's response to routine and emergent media inquiries and the crisis communications plan.

Oversees the development, implementation and updates to the FSCJ Branding and Identity Standards Guide and the FSCJ Editorial Style Guide.

Develop effective communication tools and integrate marketing strategies with student recruitment and enrollment goals and objectives; develop student retention communications program in collaboration with Academic Affairs and Student Services

Directs the planning, production and implementation of marketing and branding projects using external media strategies, web pages and internet technologies, and production and distribution of major publications and periodicals and other media, including video and web-based social media that communicate the value and accomplishments of the College.

Oversees the coordination with contracted agencies to plan and implement television and radio production and related media placement; provide recommendations for final approval.

Oversees and provides consultation to the Florida State College at Jacksonville Foundation regarding marketing and communications strategies to support the Foundation's friend raising and fundraising efforts including crafting print and digital communications, marketing and promotional materials and design and maintenance of the Foundation's website; provides marketing and communications support for the FSCJ Alumni Association.

Plans, develops, and implements the department's annual budget to ensure effective use of institutional resources; approves all program expenses and serves as budget administrator for all marketing, advertising, public relations, recruitment, and outreach budgets, including both college-funded and grant-funded budgets.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Bachelor's degree in marketing, communications, public relations, journalism or a related field 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 ten (10) years of related experience, or an advanced degree and five (5) years of experience.

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

Physical Requirements: Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

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

Language Ability: Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

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

Numerical Aptitude: Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

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 accurately in operating modern office equipment and machinery.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: May not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, 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).

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 5/15; **Revised:** 4/2019