

Manager, Public Relations (REPOST)
Lee College

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Posted Jul. 24, 2024, set to expire Mar. 28, 2025

Job Title	Manager, Public Relations (REPOST)
Department	
Institution	Lee College Baytown, Texas
Date Posted	Jul. 24, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Communications/Public Relations
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Manager, Public Relations (REPOST)

Salary:

Job Type: Full-Time

Job Number: FY2300418

Location: Main Campus - Baytown, TX

Division: President's Office

Position Overview

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Starting Salary Range is \$55,713 -\$64,072. The initial salary offer is commensurate with education and related work experience.

The Public Relations Manager is responsible for developing and maintaining full-spectrum integrated messaging for the College across all media channels to support enrollment, favorably promote the College to its constituents, and pursue media coverage that effectively supports the mission, goals, and programs of the College. This position also serves as the college media spokesperson in collaboration with the Executive Director for Marketing & Public Affairs. Additionally, the Public Relations Manager will focus on community engagement and development activities to strengthen the College's ties with the local community and enhance its role as a community partner. The ideal candidate will excel at working independently, taking initiative, thinking critically, and performing at an elevated level with minimal supervision.

Essential Duties & Responsibilities

Media Relations:

- Develop positive working relationships with local, regional, and national media outlets and respond to requests for information in a timely manner using sound judgment and modeling best practices for media engagement.
- Manage and curate content for all the College's communications channels: website, digital marketing, press releases, print, and digital publications such as newsletters and magazines, working collaboratively with colleagues in marketing to align produced content with the annual marketing strategy.
- Write talking points, remarks, and/or speeches on an as-needed basis for the college president that align with current marketing efforts and enhance the College's reputation.
- Serve as the project lead to develop, maintain, evolve, and publish the College's annual report, magazines, and employee newsletter, and maintain working editorial and press calendars.
- Enhance the College's reputation across the region, state, and nation through timely articles or editorial proposals, programs or program proposals, to print, broadcast, online, and other news outlets.
- Monitor media outlets for media mentions relevant to the College and its interests.
- Evaluate the College's news coverage and messaging, and recommend opportunities for improvement.
- Work with the Executive Director to develop and implement the College's emergency communications plans.
- Work with the Executive Director to create and implement public relations events beneficial to communicating the College's mission and promoting goodwill throughout the College's service

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area: community forums and dialogs, press conferences, legislative receptions, etc.

Develop and communicate important, critical, and/or emergent messages that affect students and/or employees, which are sent through the College's student notification system.

Community Engagement & Development:

- Foster strong relationships with community leaders, organizations, and stakeholders to support the College's mission and objectives.
- Working with the Community Engagement Coordinator, plan, coordinate, and execute community engagement programs and events to enhance the College's presence and impact within the local community.
- Collaborate with community partners to identify opportunities for joint initiatives and programs that benefit both the College and the community.
- Develop strategies to engage community members in college activities, programs, and events, increasing community involvement and support.
- In collaboration with the Director of Grants, work with the Executive Director to identify and pursue opportunities for grants, sponsorships, and other funding sources that support community development projects.

Evaluate the effectiveness of community engagement activities and recommend improvements to enhance community relations and development efforts.

Additional Duties & Responsibilities

- Attend staff meetings as scheduled
- Prepare regular reports of activities
- Participate in professional development activities and training as required
- Travel off-campus as needed for interviews, research, and training
- Perform other duties as assigned

Minimum Education, Experience, Knowledge, Skills & Abilities

- Bachelor's (or higher) degree in public relations, communications, marketing, or a related field
- Proven experience in media relations, public relations, or communications
- Strong writing, editing, and verbal communication skills
- Demonstrated ability to develop and maintain positive relationships with media and community stakeholders

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- Experience in organizing and managing events, both media-related and community-focused
- Ability to work collaboratively with diverse groups and individuals
- Strong organizational skills and attention to detail
- Ability to manage multiple projects and deadlines effectively
- Proficiency in digital marketing and content management systems
- Must be available to work evenings and weekends as needed
- Must be able to travel to off-site locations for interviews, research, or training

Preferred:

- Proven experience in media relations, public relations, or communications, in an educational or nonprofit setting

Lee College does not discriminate on the basis of race, color, religion, sex (including pregnancy, gender identity and sexual orientation), national origin, age, disability, veteran status, genetic information or any other basis protected by law.

To apply, please visit <https://www.schooljobs.com/careers/lee/jobs/4485814/manager-public-relations-repost>

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Contact Information

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Contact

N/A

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