**PUBLIC RELATIONS AND MARKETING SPECIALIST**

### QUALIFICATIONS
- Bachelor’s Degree in communications, journalism, marketing, public relations, or a closely related field **required**
- Experience in development/fundraising **required**
- Proven writing and editing experience **required**
- Experience in photography and graphic design **preferred**
- Experience in working with various forms of media, including print and electronic **preferred**
- Excellent oral, written, and interpersonal skills
- Proficiency with Microsoft Office Suite and public relations applications
- Commitment to the teaching-learning process of the community college and the open-door admission process

### DUTIES
- Works directly with the Board of Directors of the Cardinal Foundation; responsible for all administrative duties related to the Cardinal Foundation.
- Serves as a liaison between the Public Relations Department and the Gadsden State Alumni Association.
- Responsible for the development and maintenance of electronic periodicals, including The Chamber calendar, Gadsden State’s Online Calendar, and an online newsletter for employees, alumni, and community stakeholders.
- Works with the Director to develop and maintain design standards for printed materials and reviews all departmental publications to ensure compliance of the College’s marketing strategy initiative.
- Drafts media releases/education briefs.
- Works with the Director in coordinating surveys, focus groups, and strategic planning for the department.
- Participates in general recruitment/outreach activities.
- Supervises department staff in the absence of the Director.
- Performs routine clerical operations on occasion.
- Edits, transmits, and reviews messages that appear on the College’s Electronic Message Board.
# PUBLIC RELATIONS AND MARKETING SPECIALIST

- Represents the College on various local and state committee(s), taskforce(s), and/or professional organizations to advance the institutional mission and community quality of life.
- Performs other duties as assigned by the Director of Public Relations and Marketing.
- Complies with all policies of the Alabama Community College System and the College.

<table>
<thead>
<tr>
<th>PROJECTED STARTING DATE</th>
<th>September, 2016</th>
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<tbody>
<tr>
<td>SALARY</td>
<td>State Salary Schedule “C-3” – $35,000 (minimum)</td>
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<tr>
<td>APPLICATION DEADLINE</td>
<td>August 8, 2016 – 4:00 P.M.</td>
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</tbody>
</table>

**APPLICATION PROCEDURE**

**ONLY COMPLETE APPLICATION PACKAGES WILL BE GIVEN CONSIDERATION FOR EMPLOYMENT.**

Complete package consists of

- (a) Gadsden State Community College application,
- (b) letter of interest,
- (c) current résumé,
- (d) copies of transcripts of all postsecondary education; and
- (e) three current professional letters of reference.

Send to:

**DIRECTOR OF HUMAN RESOURCES**

**GADSDEN STATE COMMUNITY COLLEGE**

**P. O. BOX 227**

**GADSDEN, AL 35902-0227**

**(256) 549-8236**

Application materials are considered privileged and confidential and will be used for employment purposes only.

Gadsden State Community College is an equal opportunity employer.

It is the official policy of the Alabama Community College System, including postsecondary institutions under the control of the Board of Trustees, that no person shall, on the grounds of race, color, handicap, gender, religion, creed, national origin, or age, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program, activity or employment.

Gadsden State will make reasonable accommodations for qualified disabled applicants or employees.

More than one position in the same job classification may be filled from the applicants for this position should another vacancy occur during the search process.

The School reserves the right to withdraw this job announcement at any time prior to the awarding.

Any offer of employment is contingent upon a satisfactory criminal background investigation.

This employer participates in E-Verify.