



## Savannah State University Position Description – Director Administrative (Community Relations)

### ***POSITION DESCRIPTION***

Position Title: Director Administrative (Comm Relations) FLSA Status: Exempt  
Reports to: Vice President for Institutional Advancement  
Department: University Advancement  
Date Prepared: June 2003

### ***BASIC FUNCTION***

To position the University's image locally, regionally and beyond to increase external funding by portraying that Savannah State University is worthy of such support, increase the enrollment of high-caliber students and create a spirit of esprit de corps among alumni, faculty, staff and students.

### ***NATURE & SCOPE***

Reporting to the Vice President, this position is heavily involved in all aspects of communications and community relations for the University. The focus of these efforts is to enhance the image of Savannah State and positively impact the opportunities to increase funding.

All requests from media and for media coverage are channeled through the Communications Department and this position is directly involved with this. This position also provides editorial assistance/management for publications and interactive projects aimed at external audiences, particularly those relevant to student recruitment. This may include editing text, proofing, arranging photo shoots, working with creative designers, etc. The Communications Department reviews all external publications prior to printing.

The incumbent also develops and executes publicity campaigns for entities such as the Savannah Entrepreneurial Center of the Black Heritage Festival.

### ***PRINCIPAL ACCOUNTABILITIES***

- Media relations to include gathering, assembling information for media releases, targeting specific media outlets and/or reports as appropriate, and responding to media inquiries and requests.
- Oversees production of key university publications such as magazine and president's report.
- Oversees print/broadcast/outdoor and other advertising buys, including ad development.
- Develops advertising/publicity strategies for specific campus units/departments and/or projects.

### ***SPECIALIZED KNOWLEDGE AND EXPERIENCE REQUIRED***

This position requires a four year college degree.