



POSTED: July 18, 2022

Assistant Director of College Relations
\$40,000-\$44,000

Clinton Community College, a member of the State University of New York, is situated on the shores of Lake Champlain with panoramic views of the Adirondack Mountains and the Green Mountains of Vermont. The College's mission is to provide educational opportunities in an inclusive and safe environment that empower individuals to create their own paths to personal and professional growth. The College strives to be diverse in ways that reflect the world in which we live and work. By being intentional about creating a strong climate of mutual respect and inclusiveness, we recognize that learning experiences will be broader, richer, and more meaningful for all members of our community.

The Assistant Director of College Relations is responsible for implementing a comprehensive public relations and marketing program which includes publications, the College web site, advertising, media relations and promoting aspects of recruitment, credit and non-credit programming. The position requires some evening and weekend hours. This is a twelve-month, professional position.

Responsibilities include:

- Collaborates with appropriate faculty and staff to write and distribute press releases and public service announcements, as well as maintain positive media relations.
- Implements a marketing program for the College and ensures that branding messages of the College are articulated clearly, consistently, and engagingly through publications and advertising.
- Maintains the overall positive image of the College through a comprehensive strategy, including but not limited to, media relations, social media, community relations activities, public events, and guidance relative to campus appearance. Assists in the maintenance of the college web site to support the College's overall mission and image-related goals of the institution.
- Manages the production of print and advertising graphics and assists with media buys. Assists in determining project specific contracting needs.
- Provides guidance to staff and faculty to assist them in the production and effective use of their specific publications. Writes bid specifications and works with printers to produce the publications.
- Takes photographs at campus events and maintains files for publication.
- Helps coordinate and promotes campus events, with various offices as required.

- Serve on various college committees as assigned by the President.
- Other duties as assigned.

Minimum Qualifications:

Minimum of Bachelor's degree in Journalism, Marketing Communications, Graphic Design, Fine Arts or related field required. Three years marketing and/or advertising experience preferred. Candidate must have a proven positive track record with excellent verbal and written communication skills. Ability to manage multiple projects simultaneously which may entail rigid deadlines and possessing broad knowledge of the publishing industry, graphic design, and applicable electronic media. The individual must be able to work independently as well as part of a team.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Adobe Creative Suite, particularly InDesign, Photoshop, and Illustrator
- Microsoft Office
- Ability to work collaboratively and effectively with diverse constituents

To apply:

The search will remain open until the position is filled. Please submit a letter of application, resume, and a CCC application available here: [Microsoft Word - Professional Application 2017 \(clinton.edu\)](#)

Please email your application materials to:

hr.recruiting@clinton.edu

Clinton Community College

136 Clinton Point Drive, Plattsburgh, New York, 12901

Clinton Community College, a member of the State University of New York System, is an Equal Opportunity/Affirmative Action employer and complies with ADA requirements. Consistent with the Americans with Disabilities Act, applicants needing reasonable accommodations during the employment process should advise HR as necessary