

POSITION DESCRIPTION

TITLE: Director of Community Relations - (Exempt)

Collective Bargaining - Ineligible - Managerial

Definition - The Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

This is a management position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.

JOB SUMMARY:

Reporting to the Vice President for Student Affairs, the Director of Community Relations will play a central role in refining and deepening St. Mary's College community engagement strategy and promote the role of becoming a regional resource in St. Mary's County. The College has launched a new strategic plan, and a Director must bring high energy and enthusiasm toward setting the stage for this new initiative. The Director is responsible for building opportunities to advance the College's programs and strategies while managing the flow of internal and external communications to promote one institutional voice.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Responsible for following and applying the policies and procedures as defined in the Memorandum of Understanding (MOU) and/or the employee handbook.
- Collaborates with administrators and engagement professionals across the institution, providing consultation, expertise, and guidance to advance meaningful, sustained, and mutually beneficial partnerships with local community organizations, institutions, groups, and residents in service to building more robust, thriving, and resilient communities in St. Mary's County and surrounding communities.
- Leads the strategic development and delivery of campus and community wide, inclusive community engagement, service, and leadership programs that enhance the student experience, and supports the College's commitment to service learning.
- Interacts with students, faculty members, and community partners in local and national non-profit organizations, and associated campus staff to implement and coordinate such initiatives, including building relationships between the greater Southern Maryland communities and St. Mary's College.

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- Takes the lead in the development of community relations and outreach initiatives. Responsible for community relations internal and external (individuals and community partners) for the purpose of developing awareness of College programs.
- Works with senior leadership to integrate community engagement into reward and recognition systems, ensure coordination and communications about community engagement campus-wide, and through external relations, develop and support strategic partnerships.
- Works with the Vice President for Student Affairs and College leadership to identify key stakeholders among community, business, faith-based, legislative, and other key groups for targeted outreach efforts.
- Identifies community events and efforts that coincide strategically with the College's mission and values.
- Maintains ongoing relationship with community relations counterparts in the region to support joint efforts.
- Leads and coordinates outreach and community engagement.
- Provides guidance for the activities of outreach personnel.
- Helps to identify subject matter experts who can support faculty and staff while expanding the visibility of the College. Directs the development of and actively maintains multiple databases of contact information for targeted constituencies.
- Secures extramural support for College-initiated/partnered community initiatives.
- Serves as a Campus Security Authority in accordance with The Clery Act.

MINIMUM QUALIFICATIONS:

- Education: Bachelor's degree in marketing, public relations, journalism, English, communications, multimedia or related field from an accredited college or university, or some college and evidence of progressive work experience.
- Experience: Seven (7) to ten (10) years of experience in communications, public affairs, or community relations.
- Seven (7) years of progressively responsible supervisory/management experience.
- Demonstrated professional experience with civic engagement, community service, student leader training, student group advising and event planning.
- Demonstrated leadership, management, program development, program evaluation, budget development and monitoring.
- Demonstrated community organizing, community development, and collaboration knowledge and skills.

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- Excellent written and oral communication skills.
- Knowledge of basic grant writing procedures and good technical writing skills.
- Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.

Department Head/Supervisor Approval

Date

I have received a copy of my position description and, after reviewing it with my supervisor, understand the duties and responsibilities to be performed.

During new employee orientation the human resources office gave me a copy of this position description. Should I have questions or need clarification regarding the duties and responsibilities described in this position description, I will discuss them with my immediate supervisor or the human resources officer.

Employee Signature

/ _____
Printed Name

Date