Date Revised: November 2021

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| Job Title**:** Manager of Public Relations | **Classification Level: 9** |
| **Department:** Office of the President | |
| **Reports to:**  Chief of Staff | |
| **Directly Supervises:** freelance photographers, interns (as needed), freelance writers and freelance graphic artists | **FLSA Status:** full time, 12 month, exempt; **CUPA CODE:** 443140 |

**PRIMARY PURPOSE OF THIS JOB:**

The Manager of Public Relations will manage, develop, plan and implement strategic public relations and publications strategies that are designed to build regional and national name and brand identity, foster goodwill among alumni and important internal and external constituents, and to create, enhance and maintain a favorable public image for the university. The Manager will support internal communications as needed during a crisis or to advance a university strategy or tactical communications objective.

**ESSENTIAL FUNCTIONS: (other duties may be assigned)**

1. Assist the Chief of Staff in planning and implementing overall marketing, media relations, and branding strategies of the organization. Prepare and recommend public relations strategies to the Chief of Staff and President that support the strategic plan of the university. Coordinate effort with Enrollment Marketing Director to have well branded communications that synchronize with campaigns and priorities for enrollment management.
2. Manage, plan and implement the communication of information designed to keep public informed and build extended awareness of the university's branding message, academic programs, student, alumni, faculty and administration accomplishments, or points of view.
3. Negotiate contracts and payments for vendors that provide services to the department, such as the national public relations firm, news media monitoring service, and freelance employees. Work directly with multiple campus constituents to evaluate the need for event photographer and assign freelance photographers as warranted.
4. Arrange for public relations efforts in order to meet needs, objectives, and policies of the university serving as in-house staff member or as outside consultant. Arrange for and conduct public contact programs designed to meet the university’s objectives, such as press conferences.
5. Maintain a robust and up-to-date news information web page, online news archive, and coordinate efforts with university social media managers in Enrollment Management Marketing as well as individual departments. Monitor overall campus web site calendar and coordinate with departmental calendar liaisons to keep calendar up-to-date.
6. Develop and determine appropriate complementary art, video news releases and graphic elements for news releases, media and high-profile university publications assigned to the position.
7. Coordinate, prepare and distribute fact sheets, news releases, feature articles, media alerts, photographs, scripts, motion pictures, or recordings to media representatives and other externally focused persons who may be interested in learning about or publicizing university's activities, programs, and services. Assure timely dissemination of university news and information. This includes attending campus events as correspondent, maintaining press release logs, samples, clipping books, archiving PR photos, etc. Uses Photoshop software to prepare photos for newspaper, magazine and brochure publication, as well as web site posting.
8. Manage and support a data-driven and evidenced-based decision support environment. Collect, review, analyze, and evaluate data metrics and analytics. Maintain a library and archive of relevant facts, news clippings, rankings and other fact-checking sources. Evaluate success of public relations efforts through media monitoring service and providing regular reports on media placements.
9. Coordinate, prepare, and distribute paid advertising and other promotions as needed for select, university-level activities not directly related to enrollment, such as branding campaigns, university-wide initiatives, or other strategic activities as determined by the Chief of Staff and/or the President. Serve as a member of the brand management committee to review and discern communications form across the university and their faithfulness to established brand language and image.
10. Promote and solicit faculty and administration to write opinion editorials on timely issues in the news. Provide edits and extensive rewrites for faculty, staff and administrators who write op-eds. Ghost write opinion editorials. Provide key support and advice to curate the President’s image and communications as needed and advance the image of the President with current and newly identified constituencies.
11. Develop and maintain positive and effective relationships with members of the university community and members of the media, including regularly scheduled meetings. Promotes goodwill through such publicity efforts as speeches, exhibits, tours, and question/answer sessions. Represent employer during community projects and at public, social, and business gatherings.
12. Provide writing and editing support for internal communications as directed. Contribute articles and assist in production of employee communications and newsletters as needed.
13. Serve as editor and administrative leader for Misericordia Today. Responsible for overall planning, production and timely publication of the campus magazine. Responsible for writing select feature stories, gathering events news, and supervising work of free-lance writers and students.
14. Other duties as assigned.

**RELATED DUTIES:**

* Monitor issues of interest in local, regional and national news outlets.
* Maintain accurate media contact list in both print and electronic forms.
* Assist in maintaining accurate bio files on MU trustees, faculty, and staff for PR use.
* Serve as key resource during crisis communications situations. Consult with the Chief of Staff, President, and other Vice Presidents as needed during all internal and external crisis situations. Offer advice and prepare proposed communications responses.
* Serve as campus photographer when time allows.
* Uphold and promote the Mission and Philosophy of the University and the Sisters of Mercy.
* Preserve honesty and integrity in the professional affairs of the University; adhere to high standards of ethical practices and conduct.

**REQUIREMENTS:** *(Equivalent combinations of education, licenses, certifications and/or experience may be considered)*

**Education**

* Bachelor's Degree in English, journalism, or mass communications is required
* Master's Degree preferred.

**Experience**

* A minimum of six years of experience in marketing or public relations
* Experience with Desktop Publishing in a Macintosh environment is preferred.
* Familiarity with Web content management, effective distribution of online news and writing for the web is essential.

**Licenses/Certifications**

* A valid and current PA driver’s license

**Work-Related Knowledge**

* Strong familiarity with media and social media strategies, tools, and platforms
* Excellent writing and editing skills with ability to produce content for multiple platforms and varied audiences
* Digital photography
* Ability to work well with a wide range of constituencies on and off campus.

**KNOWLEDGE, SKILLS, AND ABILITIES** typically required to perform the essential functions of this position.

**Problem-Solving/Decision-Making Skills**

* Identify problems, inform others, and provide information to assist with problem solving.
* Identify problems, investigate the root cause and make recommendations for solutions.
* Offer highest level on innovation and problem solving skills to influence overall efficiency, avoidance of lawsuits, improvements in productivity, outcomes, etc.

**Verbal Communication Skills**

* Use verbal skills to communicate with co-workers or customers.
* Use verbal skills to transfer information to groups.
* Use verbal skills to transfer information to large groups and/or influence others.

**WrittenCommunication Skills**

* Complete and maintain documentation/records, to effectively convey ideas and information both in written and oral form.
* Prepare business documents, client case notes, technical reports, manual, articles, financial reports, etc.
* Review and approve documentation, reports, and records as completed by subordinate staff.

**Math Skills**

* Addition, subtraction, multiplication, division, percentages, ratios and basic budgeting.

**Computer Skills:** Required to successfully complete essential functions of the job.

* Internet and email
* Spreadsheet Software
* Word processing Software
* Photo editing Software such as Photoshop is preferred
* Quark Express in a Macintosh environment is preferred
* Web content management and effective online news presentation skills are essential
* Maintain a strong competency in social media news management and familiarity with various social media platforms

**Tools & Equipment (Other than general office equipment):**

* General Office Equipment
* Digital camera

**CONTACTS** typically incurred while performing the essential functions of this position.

* Coworkers within the same department
* Coworkers in other departments
* Mid-management level employees
* Executive management level employees
* Board of Trustees
* Customers of the organization
* Members of the general public
* Employees of peer organizations
* Vendors/suppliers/service providers
* Political bodies
* Government agency officials
* Members of the media
* Students

**MENTAL DEMANDS** typically required to perform the essential functions of this position.

* High Pressure for Results – Complete job duties in a timely and efficient manner under demanding working conditions. Appropriate use of emotions; level-headed under pressure.
* Independent Judgment and Discretion - Accountable for comparing and evaluating possible course of conduct and acting/making a decision (without immediate director or supervision) after various solutions have been considered. More than use of skill in applying well-established techniques, procedures or specific standards described in manuals or other sources. Ability to maintain confidentiality.
* Organize and Prioritize – Organize information, processes and/or prioritize work to meet demands/deadlines.
* Manage Multiple Projects/Tasks – Work on multiple projects/tasks concurrently, in order to meet varied deadlines.
* Respond to Angry/Upset Individuals – Appropriately respond to unpleasant, angry or anxious individuals as part of the job requirements.
* Read, Comprehend and Follow Instructions/Work Orders – Listen to and understand information and ideas presented through spoken or written form.
* Relate to Others – Regular day-to-day contact with internal/external customers. Possess and demonstrate excellent interpersonal relationship skills.

**PHYSICAL DEMANDS** typically required to perform the essential functions of this position.

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| **CONSTANTLY**  (more than 75% time on job) | **FREQUENTLY**  (25 – 75% time on job) | **OCCASIONALLY**  (up to 25% time on job) |
| * Ability to communicate orally * Ability to hear conversation | * Ability to stand * Ability to walk * Ability to sit * Ability to use both hands * Ability to lift up to 10 lbs. * Use of color vision * Specific visual requirements * Use of depth perception |  |

**WORKING CONDITIONS** under which the essential functions of this position are typically performed.

* This position typically requires work in a normal office environment.
* This position requires some evening and weekend work.

**PERSONAL PROTECTIVE EQUIPMENT** typically required to perform the essential functions of this position.

* This position typically does not require the use of Personal Protective Equipment.

To perform this job successfully, an individual must be able to perform each essential function satisfactorily, with or without reasonable accommodation. The list of requirements, duties, and responsibilities is not exhaustive but is representative of the current job. The knowledge, skills and/or abilities listed are typically required to perform this job successfully. Reasonable accommodations may be made to enable otherwise qualified individuals with disabilities to satisfactorily perform the essential functions. Management reserves the right to revise the job description and to require that other tasks be performed when the circumstances of the job change (for example: emergencies, changes in personnel, workload, or technical development).

***I have read the above position description and understand the requirements set forth therein. I acknowledge that I can perform the essential functions of this position with or without reasonable accommodation.***

Employee’s Signature: Date:

Supervisor’s Signature: Date:

**Human Resources Review**

Signature: Date: