



POSITION ANNOUNCEMENT
Director of Media Relations

Atlanta Metropolitan College, a two-year degree-granting institution of the University System of Georgia, is accepting applications and nominations for a **Director of Media Relations**. Atlanta Metropolitan College currently serves 2200 commuting students on a beautifully landscaped campus located 10 minutes south of downtown Atlanta and 15 minutes north of Hartsfield-Jackson International Airport.

THE POSITION

The position of Director of Media Relations is a full-time, twelve month exempt position, under the Division of Institutional Advancement. The job is to develop and implement a comprehensive public relations/communication program for the college. Responsibility for overall supervision of a comprehensive Public Relations office operation, including media relations, publicity, publications, external and internal communications, special events, crisis communications, budgeting, advertising, marketing and public relations consulting. The job reports directly to the Vice President for Institutional Advancement. The job also works closely with all directors, department heads and senior administration leadership.

PRINCIPAL JOB RESPONSIBILITIES

1. Excellent oral and written communication skills.
2. Abilities in planning and implementing marketing, public relations, publications, advertising and special event programs
3. Skills in handling crisis and sensitive issues situations with both internal and external audiences.
4. Experience in PR counseling and assisting at all levels of an organization.
5. Ability to assume leadership roles.
6. Knowledge of marketing issues and resources.
7. Media Relations skills.
8. Experience in business procedures including managing financial and human resources.

ESSENTIAL FUNCTIONS

1. Develop and implement public information, public relations and marketing programs.
2. Coordinate all media service and news bureau, displace and promotional functions of the Media Relations office.
3. Produce all major college publications, including recruitment, alumni, faculty and staff, and parents' publications.
4. Counsel and assist other departments and students in the preparation and production of their promotional needs.
5. Oversee creation of advertising campaigns and place media.
6. Work with community and/or civic organizations to link the college with the community.
7. Develop and implement special event functions as required.
8. Counsel and implement crisis/sensitive issues activities both internally and with media.
9. Utilize emerging technology to increase effective visibility for the college, including the college's web site and other electronic means of communication with internal and external audiences.

QUALIFICATIONS-SALARY AND BENEFITS

Public Relations, journalism, marketing/advertising or related master's degree, with at least five years experience. Educational/non-profit organization experience desirable. Experience with Public Relations/ Advertising Agencies/ and/or internal departments valuable, preferably at a management level role. The salary is commensurate with qualifications and experience within the budgetary parameters of the college and of the University System of Georgia. The University System offers an excellent benefits package, including sick leave accruals, paid holidays, life and health insurance, and retirement plans.

APPLICATIONS

Review of applications will begin immediately. The anticipated hire date is July 1, 2009. Interested persons should submit a complete packet which includes the following, (1) a letter of interest; (2) a detailed resume; (3) copies of **all** college transcripts; (**candidates selected for interview will be required to provide official copies of all college transcripts**) (4) the names, addresses, and telephone numbers of three professional references. A criminal background check is required. **Incomplete application packets, emails and faxed copies are not accepted.** For additional information about the position log on our website at www.atlm.edu. All materials should be sent to:

Regina Ray Simmons
The Office of Human Resources
Atlanta Metropolitan College
1630 Metropolitan Parkway, SW
Atlanta, GA 30310

The University System of Georgia is an Equal Employment Opportunity/Affirmative Action Employer