POSITION: DIRECTOR OF COMMUNICATION AND COMMUNITY ENGAGEMENT  
(College of Visual & Performing Arts-Dean’s Office)  
(Class Code BC20/Public Information Coordinator)  

BAND: Band 05/Level 01  
STARTING $31,805 minimum per year; qualifications and funding will determine actual salary  
SALARY:  

VACANCY: # 201622  

Minimum Training & Experience:  
Bachelor’s degree in media relations, technology or arts related discipline is required; master’s degree preferred; Marketing and public relations knowledge, including experience in social media and website development highly desired.  

Knowledge, Skills & Abilities:  
Knowledge of Microsoft Office suite and demonstrated ability to quickly master software programs (including web management systems), various data collection and reporting software, and technological tools; Demonstrated skill in effective communication, appropriate interpersonal relationships, and successful time/task management; Excellent writing skills, ability to communicate effectively to diverse internal and external publics and develop relationships with these publics (faculty, students, department chairs, other university units, media outlets, etc.)  

Specific Duties:  
Reporting to the Dean of the College of Visual and Performing Arts, serves as CVPA Director of Communications and Community Engagement. The Director of Communications and Community Engagement serves as the coordinator of communications and marketing for various co-curricular and educational programs, special events and community engagement for the College of Visual and Performing Arts. The Director is responsible for working with a variety of internal and external constituents to execute and promote projects, events, programs, data collection, and reports and encourage interest in the College from prospective students and various publics. Produce accurate and on-time media information, including social media (Facebook, Twitter, Instagram, etc.), printed and digital brochures, press releases, calendars, e-blasts, direct mail materials. Promote strong attendance and media coverage for all CVPA events. Generate and encourage projects and activities that involve active collaboration between the College of Visual and Performing arts and local, state and regional cultural, civic, and business communities. Promote and coordinate Winthrop participation in specifically identified community events. Seek external funding (grants, earned income possibilities) for programs and activities. Works with the dean’s office to compile, maintain, and analyze necessary data from multiple media and data sources. Work closely with college administrators and faculty on various student recruitment activities. Ensure quality of CVPA activities and projects through a variety of assessment methods. Assist in the development and maintenance of college webpages. Perform other related duties as required and assigned.  

To apply, access www.jobs.sc.gov to submit an on-line application no later than November 20, 2015  

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