

ROCKLAND COMMUNITY COLLEGE  
BOARD OF TRUSTEES  
APPROVED 1/20/2005 GA

**Resolution 8-2005**

**Approval to create the position of Assistant Director of Communications**

**MOTION**

A motion by Trustee Del Pilar, second by Trustee Schelin, and

- WHEREAS, The College assesses the need for, and appropriateness of, management positions on a continuous basis; and
- WHEREAS, Upon review, it has been determined that the exempt management position of Assistant Director of Communications is appropriate for the needs of the College to provide necessary assistance in the office of Campus Communications; and
- WHEREAS, The President supports this recommendation; therefore be it
- RESOLVED, That the SUNY Rockland Community College Board of Trustees creates the exempt management position of Assistant Director of Communications, effective on or after January 1, 2005, at a recommended annual salary of \$66,955; and be it further
- RESOLVED, That the Board of Trustees approves the attached position description for the position of Assistant Director of Communications.

Attachment/

**ACTION**

Yeas: Trustees Clinkscale, Del Pilar, Fellas, Oelkers-Ramos, Schelin, Shapiro, Wasserman, Wuthrich

Nays: Trustee Osinga

January 20, 2005

Motion passed: 8 yeas; 1 nay; 0 abstentions.

# ROCKLAND COMMUNITY COLLEGE POSITION DESCRIPTION

<i>Position Title</i> Assistant Director of Communications	<i>Name of Incumbent</i>
<i>Department</i> Communications	<i>Supervisor Name and Title</i> Zipora Reitman, Dir. of Communications

**POSITION CONCEPT:** (Description in broad terms the purpose and major functions of this position as they facilitate the accomplishment of the College's mission, goals, and objectives. Include information that describes the scope of the position.)  
 This is an exempt confidential position (1) to support the goals of the Office of Campus Communications in promoting a positive image of the College through special public events, external publications and other marketing strategies, (2) to assist the Director of Communications and (3) to fulfill the Director of Communication's responsibilities in her/his absence.

**DUTIES AND RESPONSIBILITIES:** Enumerate duties and responsibilities in descending order of importance/scope. Use action verbs to describe what you do (e.g. "Design," "Develop," "Coordinate," "Direct," "Implement," etc.), showing the desired objective where appropriate (e.g. "...to encourage student involvement in community; to develop cost-efficient purchasing procedures, etc.") Use additional pages if necessary.

Reporting to the Director of Communications, the position is responsible to:

- Fulfill the responsibilities of Director in her/his absence, including but not limited to:
  - serve as media spokesperson, representing management's point of view in labor relations, collective bargaining, funding, human resource, finance and other sensitive issues pertaining to the College
  - participate in meetings of the President's Cabinet as required
- Assist in the writing and dissemination of news releases, including those pertaining to collective bargaining and other sensitive issues pertaining to the College.
- Assist in the preparation of materials related to the Director's role as media spokesperson
- Maintain discretion in accessing confidential data as required for the performance of job duties
- Plan, organize and implement College-wide special events
- Assist in the development of marketing materials and projects
- Serve as liaison to the RCC Foundation to support their outreach activities, including alumni relations

Special events may include but are not limited to:

- Groundbreakings/Dedications of new buildings and campuses
- Commencement
- Honors Convocation
- Inauguration.

Marketing materials and projects may include but are not limited to:

- Gather information and coordinate proofreading and publication of recruitment and marketing materials, such as fact sheets, brochures, annual reports, newsletters, etc.
- Compile information for College-wide marketing plan
- Research new marketing opportunities, such as e-mail and Internet marketing
- Work with faculty to develop faculty expert columns for local and national publications
- Work with faculty to update Media Experts Guide
- Web page: As part of a team that is revamping College website, review and update text for accuracy and readability


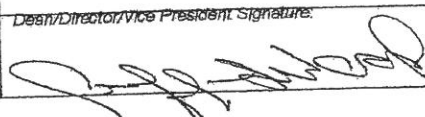
**QUALIFICATIONS REQUIRED:**

- Bachelor's degree in related field and/or five years experience in public relations, preferably in higher education, non-profit or government agency environment.
- Excellent organizational, interpersonal, written and oral communication skills, ability to multi-task and attention to detail.
- Computer literacy in Windows and Microsoft Office.
- Ability to work independently.

I certify that the above is true and accurate.  
*Signature of the Incumbent:*

*Date:*

**APPROVALS:**

<i>Supervisor Name and Title:</i> Zipora Reitman, Dir. of Communications	<i>Dean/Director/Vice President Name and Title:</i>
<i>Supervisor Signature:</i> 	<i>Dean/Director/Vice President Signature:</i> 
<i>Date:</i> 12/23/04	<i>Date:</i> 12-23-04