

**OFFICE OF THE DEAN OF STUDENTS
THE UNIVERSITY OF GEORGIA**

Position Description

Assistant to the Dean for Marketing and Communications

Job Family: Public Relations, Title: Senior Public Relations Coordinator

This position reports to the Dean of Students. The individual is a member of the leadership team for the Tate Student Center and the administrative staff for the Office of the Dean of Students.

Job Responsibilities

I. Design and implement marketing strategies aimed at highlighting the programs, goals, events, facilities, students and staff of the units, programs and services of the Office of the Dean of Students and its seven administrative units – Disability Resource Center, Engagement, Leadership and Service, Student Care and Outreach, Student Transitions, Student Veterans Resource Center, Tate Student Center, and the University Testing Center. (30%)

Specific duties:

- Coordinate distribution of press releases to promote departmental activities via radio, television and print media within UGA and in surrounding communities
- Develop advertising specifically tailored to emphasize the positive and multifaceted aspects of the units within the Dean of Student administrative structure
- Coordinate creation and distribution of departmental promotional brochures, calendars and publications
- Design summer orientation promotions, including activities packets and displays showcasing programs, facilities and services offered through the Office of the Dean of Students
- Oversee web site design and maintenance

II. Serve as communications director for the Dean of Students. (35%)

Specific duties:

- Conceive and implement events and opportunities designed to promote visibility for and awareness of the Dean of Students among campus constituents including students, administrators and faculty/staff
- Develop strategies to enhance and maintain channels of communication between the Dean and the staff as well as between the Dean and student leaders
- Assist in the development and implementation of staff development initiatives for staff on behalf of the Dean
- Provide copywriting assistance and proofreading services for the Dean, including proposals, speeches and position papers as required

III. Create an ongoing public relations strategy that promotes a positive department image. (15%)

Specific duties:

- Initiate and maintain close public relations contacts with both the UGA and surrounding communities
- Underscore the numerous positive aspects of the department's programs, events and facilities
- Design and disseminate newsletters, brochures, calendars and previews of upcoming events
- Develop a more effective and comprehensive use of current UGA public relations resources and facilities

IV. Oversee, advise and direct publications and design work with an emphasis on quality and cost effectiveness. (20%)

Specific duties:

- Coordinate development of departmental publications
- Advise student groups on design, printing and promotion of events
- Design posters, signage and other collateral materials as needed
- Be available for consultation for all department marketing and publications needs
- Coordinate photography for events and facilities
- Advise staff and student leaders on techniques and sources of printing, design and finishing work
- Work closely with the departmental graphic designers and with Print & Copy Services to produce deliverables