



Job Posting Public Relations Specialist, Part-time Cattaraugus County Campus

Part-time, 15 hours per week. Assists in carrying out the public relations and information functions of the college in order to maintain and enhance the perception of JCC among various internal and external audiences.

Essential Functions:

- Assists the Communications and Social Media Manager in the formulation of public relations plans, social media strategies, and content development.
- Under the direction of the Director of Marketing and Communications, cultivates and manages relationships with media outlets and responds to media requests.
- Consistently develops trend/feature stories for media outlets, and provides supporting press kits materials including social post, images, pitch letter, case studies, etc.
- Responsible for writing college press releases, newsletters, speeches, brand material, and other public relations copy.
- Writes campaign and advertising creative copy to ensure they align with public relations goals.
- Supports the implementation of marketing plans and recruitment events.
- Responsible for public relations photography and archiving of photos.
- Improves the quality of the institutions voice through organized social media communications.
- Assists with organizing press conferences, as needed.
- Presents solutions in times of public relations crisis.
- Support customer service by suggesting effective ways of resolving internal or external disputes.
- Oversee intern to support social media content development.
- Monitors, tracks, evaluates, and shares results of public relations efforts.
- Performs other duties as assigned.

Qualifications:

Required: Bachelor's degree in communications or related field.

Must possess:

- Excellent written, oral, and interpersonal/human relations skills
- Exceptional writing and editing skills, including a strong understanding of AP Style
- Attention to detail and accuracy
- Commitment to providing excellent customer service
- Experience with diverse social media platforms (LinkedIn, Twitter, Instagram, Facebook etc.)
- Hands-on experience with a variety of different PR campaigns
- Must be able to coordinate and develop complex documents; write and deliver persuasive proposals/presentations; and, plan, prioritize, and coordinate multiple projects in a team setting.
- Community involvement
- Excellent problem solving and organizational skills
- Proficiency with Microsoft Office Suite, Google Drive, or equivalent

Preferred: Experience working in Photography, videography and photo/video editing. Campaign copywriting experience.

Additional Information:

Salary: \$18.52 - \$20.84/hour, commensurate with qualifications and experience, plus excellent benefits package.

Final candidates are subject to a pre-employment criminal background investigation.

Review of applications will commence immediately and continue until position is filled.

To apply, complete the online application and submit a cover letter, resume, transcripts, and a list of three professional references to:
www.sunyjcc.edu/jobs

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