



**Public Relations Director
Job Description
(Exempt)**

I. SUMMARY

The Public Relations Director manages media relations, announcements, authorizes all forms of communication regarding the organization for release to the public, and speaking opportunities

II. EDUCATION AND EXPERIENCE

Education:

Bachelor's degree from an accredited college/university in Public Relations/Business administration; or a combination of education and management experience.

Experience:

Minimum of (two) 2 years supervisory/management experience required.

III. WORKING CONDITIONS

Environmental/Working Conditions:

- Performs duties in an office environment during normal hours of operation.
- Some after-hours work and travel may be required.
- Other hours may be scheduled at Senior Management's discretion.

Physical and Mental Effort:

- Prolonged sitting required, with ability to operate office equipment, which may include standing, bending, and lifting.
- Requires ability to work under stressful conditions to meet deadlines and make quick, accurate decisions.
- Ability to maintain flexibility in doing required tasks, as well as handle stressful situations in a calm and courteous manner at all times.

Transportation:

Must have reliable transportation; valid driver's license and current auto liability insurance.

IV. QUALIFICATIONS

Ability to:

- Maintain confidentiality of information obtained during the course of employment.
- Understand and follow oral and written instructions.

- Establish and maintain effective working relationships with those contacted in the course of employment.
- Work independently with minimal supervision.
- Plan and organize work to meet schedules and timelines in an environment with constantly changing priorities.
- Effectively communicates clearly and concisely, both orally and in writing.
- Demonstrate strong teamwork & interpersonal skills, determination, professionalism, and confidence.
- Demonstrate proficiency of and utilize computers, modern software and office equipment.
- Demonstrate competency to deal effectively with job demands.
- Demonstrate good organizational and time management skills.
- Effectively handle stressful situations in a calm and courteous manner at all times.

V. ESSENTIAL FUNCTION STATEMENT

Essential responsibilities and duties may include, but are not limited to the following:

Essential Job Duties:

- Demonstrates leadership attributes, such as the ability to organize and coordinate work efficiently, set priorities, and motivate others.
- Evaluates and authorizes all forms of communication to the public.
- Possesses a broad base of office skills coupled with personal flexibility to adapt to changes in organizational structure and be willing to move among departments when necessary.
- Effectively communicate with others verbally in person and via telephone, as well as in writing.
- Develops press releases, white papers and supporting materials.
- Performs other duties as assigned by Senior Management.

VI. KEY COMPETENCIES

- **Job Knowledge**
- **Problem Solving/Decision Making Skills**
- **Organization, Planning and Control Skills**
- **Flexibility/Adaptability**
- **Leadership Skills**
- **Interpersonal Skills/Teamwork**
- **Communications Skills (Oral and Written)**
- **Resource Management**

VII. STATEMENT OF UNDERSTANDING & CONFIDENTIALITY

I have read the above job description and essential functions. I understand and agree to carry out these responsibilities as assigned. I understand and acknowledge that nothing contained in this job description may be construed as limiting the employer's right to discipline or terminate my employment at any time for failure to perform satisfactorily.

I also understand and acknowledge that as an employee, I am expected to maintain confidentiality of any information I may receive during the course of my employment. I agree to not divulge any information to an unauthorized person and said information shall remain confidential at all times during and after my employment.

I understand any breach of confidentiality could result in immediate termination of employment.