

**LOUISIANA COMMUNITY AND TECHNICAL COLLEGE SYSTEM
POSITION ANNOUNCEMENT**

EXECUTIVE DIRECTOR OF MEDIA RELATIONS

The Louisiana Community and Technical College System (LCTCS) is now taking applications for one Executive Director of Media Relations to be domiciled in Baton Rouge.

SUMMARY:

This is an unclassified position reporting directly to the LCTC System President.

The Executive Director of Media Relations is the lead media contact for the System and is charged with leading the planning, implementation, and evaluation of a wide range of communications activities (publications, media relations, advertising, market research, special events, crisis communication, etc.) designed to increase awareness and understanding of community and technical colleges within the State of Louisiana.

Duties and Responsibilities: The Executive Director of Media Relations will:

- Provide leadership for the state's 16 community and technical colleges in establishing a common vision and direction for media relations for the System
- Promote professional development for media relations specialists at all System community and technical colleges
- Evaluate the effectiveness of media relations for both the System office and member colleges
- Provide state-wide leadership in implementing "best practices" in the area of media relations
- Plan and lead media strategies for the System
- Prepare talking points, new releases, and articles on selected topics (through interfacing with other agencies, use of the internet, contact with LCTCS colleges and business and industry)
- Collaborate with member colleges to collect data, stories, and ideas to ensure that the story of Louisiana's community and technical colleges are told at every opportunity
- Prepare media advisories, fact sheets, public service announcements, and PowerPoint presentations
- When necessary, oversee the implementation of a crisis communications strategy
- Plan and conduct press conferences
- Other duties as assigned

Minimum Qualification Requirements:

- Baccalaureate degree, graduate degree preferred, in journalism, public relations, or related fields from an accredited university
- Three to five years professional experience involving planning, designing, preparing and disseminating information through a variety of media
- Must have direct experience in dealing with mass media
- Must have excellent communication and interpersonal skills

Preferred qualifications:

- Experience with media relations
- Attention to detail
- Outstanding written and oral communication skills
- High energy and self-motivated
- High level of emotional intelligence and interpersonal skills

Compensation:

Compensation will be dependent upon education and work experience. For more information about the Louisiana Community and Technical college System, visit www.lctcs.edu.

Application Instructions:

Applicants for this position should submit a cover letter, resume and the names and contact information of three work-related references to: Assistant Director of Human Resources, Louisiana Community and Technical College System, 265 S. Foster Drive, Baton Rouge, LA 70806 or via email to fkillen@lctcs.edu

Applications are accepted until position is filled.