

DIRECTOR OF COMMUNICATIONS & MARKETING

Reports to: President
Classification: 12-month Employee
Pay Status: Administrative
Fringe Benefits per Board Policy
Starting Salary Range: \$45,000 – \$55,000
Revised: April 2026

Essential Functions

1. Provide premiere quality service to all constituencies of the College.
2. Engage in continuous quality improvement and professional development.

Duties and Responsibilities

1. Authors weekly stories on general events and news for NCCC including press releases and photos/videos as needed for all manner of media (excludes stories covered by the Sports Information Director).
2. Chair the marketing committee meetings and set the marketing direction for the college including brand management.
3. Work with all areas of the college in developing a marketing strategy for student recruitment and retention.
4. Create and publish an annual “Yearly Report” for NCCC constituency groups.
5. Assist the President with communication efforts during crisis management when required.
6. Lead the creation of advertisements for print and electronic media college-wide and assist with departmental advertising to ensure appropriate messaging and branding.
7. Develop and carry out a strategic advertisement placement plan for maximum effect.
8. Coordinate social media presence for the college as a whole including content creation, replies and referral of information.
9. Maximize web search engine accounts for the college, including keywords, ad placement, etc.
10. Effectively manage communications/marketing budgets.
11. Respond to requests from the media, state agencies, and others for materials, photos, videos, etc.
12. Assist in the creation of printed media for college departments when requested.
13. Respond to requests from service area groups, such as high schools and booster organizations, for sponsorship and/or ad placement in their publications.
14. Publish various notices throughout the year and obtain affidavits of publication as required. (i.e. non-discrimination clause or college budget)
15. Maintain billboard artwork and monitor monthly payment.
16. Coordinate NCCC’s presence in and involvement with community events such as fairs, carnivals, festivals, parades, and other community-wide functions.
17. Supervise departmental employees including student employees.
18. Any other duties as deemed necessary by the administration.

Required Knowledge, Skills and Abilities

1. Must be self-motivated and organized
2. Ability to communicate very effectively, both orally and in writing
3. Basic photography and videography
4. Computer literacy, including the ability to create printed materials and video/photo editing
5. Willingness and ability to work as a member of a team and independently
6. Maintain professional appearance
7. Excellent interpersonal skills
8. Willingness to be involved in community and college events

Education and Experience

- Bachelor's degree in public relations/communication/marketing or related field required, masters preferred, or;
- Associates degree required with significant work experience in a related field preferably in area of responsibilities of position.

Working Conditions

1. Work is typically performed in an office work environment.
2. Some travel, evening and weekend hours will be required.
3. Limited physical effort required.

Background and Motor Vehicle/Driving Record Checks

"All employees are subject to the Neosho County Community College Background and Motor Vehicle/Driving Record Checks policy maintained by Human Resources at all times during the course of their employment."

Application

Please submit a letter of application, resume with names and phones numbers of five references, unofficial transcripts, and employment application to: Human Resources Director, Director of Communications & Marketing, Neosho County Community College, 800 West 14th Street, Chanute, KS 66720 or Email to hr@neosho.edu. Employment application available at <http://www.neosho.edu/careers>. Review of applications begins upon receipt.

NCCC is an EOE

Non-Discrimination

The current non-discrimination policy can be found at:

<http://www.neosho.edu/Portals/0/Policies/Employee/Personnel/Non-discrimination.pdf>