



Reformed University Job Description

- Director of Public Relations

OCCUPATIONAL SUMMARY:

This position reports to the President of the University, plans and coordinates a comprehensive fund raising program with individuals, corporations and foundations to raise funds to support a defined focus in institutional and departmental level; assume primary responsibility for selected fundraising projects and prospects as assigned. Responsibilities include serving as a liaison to the community to improve and enhance external relations, and seeks opportunities to enhance the image and visibility of the Reformed Seminary in the church community and academic community.

POSITION AND JOB DESCRIPTION:

Formal Title (Position):

- Director of Public Relations

Miscellaneous Job Duties:

- Serve on or chair University committees as appropriate
- Full membership in every council including strategic, budget, and grievance

PRIMARY DUTIES:

- Coordinates strategic academic relations activities, community relations activities, supports marketing, communications and public affairs for the institution;
- Integrates public relations programs and initiatives into a cohesive effort that conveys a consistent message in support of the University's strategic goals and objectives;
- Identify, cultivate, solicit and track gifts from individuals, corporations, government and foundation prospects to develop their interest and participation in specific fund raising projects and to provide information concerning the utilization of gifts; select and implement fund raising methodologies such as direct mail, written proposals, and ongoing solicitations;
- Develop appropriate communications such as fund-raising proposals, newsletters, brochures, and pamphlets to include editing and production of publications, web site and non-print communication projects;
- Determine fiscal requirements and prepare budgetary recommendations; monitor, verify and reconcile expenditure of budgeted funds. May assign and supervise the work of staff and volunteers;
- Actively participates and represents, as appropriate, the Reformed University in strategic community programs, community boards, and other organizations that advance the image and visibility of Reformed University;
- Establishes and enhances relationships with local and regional governmental officials;
- Supports marketing objectives, plans, and strategies; provides guidance to various marketing efforts, and provides leadership to ensure that individual programs support the overall mission, goals, and objectives of the organization;
- Supports Alumni activities and meetings;
- Establishes strong relationship with local business entities and other related organizations for cooperation; and



- Perform other related duties incidental to the work described herein.

The above statements describe the general nature and level of work being performed by individuals assigned to this classification. This is not intended to be an exhaustive list of all responsibilities and duties required of personnel so classified.

REQUIREMENTS:

Foreign Language Requirements:

- Foreign Language proficiency strongly required – Korean

Educational Requirements:

- Bachelor’s degree in relevant field, Master’s degree preferred.

Professional Job Experience Requirements:

- Ministry Experience and congregational management experience.
- A record of strong community relations and outreach skills.
- Ability to establish and implement a cohesive community outreach plan, monitor performance and report results in an effective manner.
- Organizational, planning, structuring and implementation skills.
- Strong public relations acumen with an ability to engage in effective public speaking.
- Knowledge and understanding of the mission, goals, and objectives of Reformed University.
- Advanced verbal and written communication skills and the ability to present effectively to small and large groups.
- Outstanding interpersonal and community relations skills and the ability to communicate and work effectively within a diverse community.

REPORTING DUTIES:

Reporting Responsibility to:

- President

The intent of this job description is to provide a representative and level of the types of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employees may be directed to perform job-related tasks other than those specifically presented in this description.