



Classification Description

Job Title: Managing Director, Communications and **Pay Grade:** Administrator
External Affairs

Job Code: 4777

FLSA Status: Exempt

Job Purpose

This is professional, strategic, and managerial work responsible for leading and advancing the College's external communications, public relations, and community engagement initiatives. The Managing Director provides vision and direction for media relations, institutional storytelling, community partnerships, and brand reputation. This position works directly with the President and FSW's senior leadership to elevate awareness of FSW's impact across its service region and beyond.

This position reports directly to the President of Florida SouthWestern State College. This is a College Administrator on an annual contract position.

General Responsibilities

Essential Functions

Develops and implements a comprehensive external communications strategy that enhances the College's visibility and strengthens its reputation with key audiences.

Serves as the College's public information officer (spokesperson) and media relations lead, overseeing proactive media outreach, reactive responses, and issues management.

Supervises communications and public relations staff, providing leadership, mentorship, and direction to ensure cohesive messaging across platforms.

Builds and maintains strong relationships with local, regional, and statewide media; cultivates partnerships with organizations and community and business leaders.

Partners with the Office of Legislative Affairs, Advancement/Foundation, Workforce Education, Campus Directors, and external athletics, students, and academic staff to align public messaging with institutional priorities.

Provides strategic counsel and media coaching to the President, senior leaders, and other College spokespeople.

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Oversees creation of press materials, opinion pieces, talking points, and key message documents that reflect institutional goals and voice.

Collaborates with the Assistant Vice President of Marketing & Digital Strategies to ensure integration across all digital, marketing, and advertising initiatives.

Leads development of a crisis communications framework, ensuring consistent, timely, and transparent responses.

Represents the College at events, meetings, and community engagements, serving as an ambassador for FSW's mission and values.

Monitors public sentiment and media coverage, preparing monthly and quarterly reports for the President and Cabinet on communications impact.

Provides and maintains cellular telephone and high-speed internet technology services, which allows immediate accessibility to the College through text and voice messages by cellular phone, and responds as needed.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution in communications, public relations, journalism, or a related field; a Master's degree is preferred.

A minimum of five (5) to eight (8) years of experience in communications, media relations, or public affairs, including supervisory or leadership experience, is preferred. Candidates with exceptional media relations experience and a strong overall work history may also be given full consideration.

Demonstrated success in developing and executing media strategies that advance organizational goals.

Deep understanding of media operations, public relations, and brand management within higher education or the public sector.

Proven ability to lead strategic communications planning, media relations, and storytelling initiatives.

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Strong written and verbal communication skills with the ability to craft and deliver key messages effectively.

Ability to build and sustain positive relationships with diverse stakeholders, including media, elected officials, and community leaders.

Skill in exercising sound judgment and discretion in sensitive or confidential matters.

Strong project management, organizational, and leadership abilities.

Proficiency in Microsoft Office Suite and familiarity with media monitoring and analytics platforms (e.g., Meltwater, Cision, or similar).

Ability to collect, organize, analyze, and present data in a meaningful manner.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail-oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.

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- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: December 10, 2025.