



JOB ANNOUNCEMENT “OPEN COMPETITIVE”

GUAM COMMUNITY COLLEGE IS ACCEPTING APPLICATIONS TO ESTABLISH A LIST:

ACADEMIC POSITION TITLE: <p style="text-align: center;">ASSISTANT DIRECTOR Communications and Promotions</p>	ANNOUNCEMENT NUMBER: JA#021-19 POSITION STATUS: <p style="text-align: center;">Permanent/Full-Time</p>		
SALARY: Pay Grade: O <table style="width: 100%; border: none;"> <tr> <td style="text-align: center; border: none;"><u>MINIMUM</u> Step 1C \$70,259</td> <td style="text-align: center; border: none;"><u>MAXIMUM</u> Step 5B \$81,569</td> </tr> </table>	<u>MINIMUM</u> Step 1C \$70,259	<u>MAXIMUM</u> Step 5B \$81,569	OPENING DATE: <p style="text-align: center;">May 14, 2019</p>
<u>MINIMUM</u> Step 1C \$70,259	<u>MAXIMUM</u> Step 5B \$81,569		
DIVISION: <p style="text-align: center;">OFFICE OF THE PRESIDENT</p>	CLOSING DATE: <p style="text-align: center;">May 29, 2019 5:00 p.m. (GMT +10:00) Guam, Port Moresby</p>		

MINIMUM EXPERIENCE AND TRAINING:

- a) Master’s degree in Marketing, Communications, Journalism, English, or closely related field, plus two (2) years of professional level experience in comparable position; or
- b) Bachelor’s degree in Marketing, Communications, Journalism, English, or closely related field and four (4) years of professional level experience in comparable position.

PLUS PURSUANT TO 4 GCA §4101(c):

All new employment in the service of the Government of Guam shall have, as a reasonable measure of job performance, minimum requirement of high school diploma or a successful completion of General Education Development (GED) test or any equivalent of a general education high school program, apprenticeship program or successful completion of certification program, from a recognized, accredited or certified vocational technical institution, in specialized field required for the job.

NATURE OF WORK IN THIS CLASS:

This is complex specialized work in planning, developing, initiating and directing a comprehensive internal and external program of public relations and marketing for the College.

An employee in this class serves as the central source of information about the College and its activities and events to the various news media, including developing written reports, news releases and feature stories to facilitate print and broadcast opportunities for the College.

The Assistant Director develops, implements, and oversees the campus marketing plans including carrying out various marketing activities, projects, and other efforts to identify and develop new government, commercial, and/or academic customers for the College’s programs and/or services.

The Assistant Director, Communications and Promotions reports to the President and works closely with senior management.

ILLUSTRATIVE EXAMPLES OF WORK:

(These examples do not list all the duties which may be assigned; any one position may not include all the duties listed.)

Works collaboratively with the President and the Management Team to ensure that all marketing functions are aligned with the College’s mission, vision and strategic priorities.

Serves as the College’s public spokesperson, develops, manages, and curates content for promotions and marketing of the College through all the communications channels: website, digital marketing, social media, press releases, print, and digital publications such as newsletters and magazines. Recommends public relations courses of action in routine and in crisis situations and serves as the central source of information about the College.

Oversees the use of the College’s name, brand, and logo. Develops policies and standards to build diversity and inclusion and to enhance the image of the College.

Initiates, plans, and reviews key publication information pieces that inform community constituencies of the offerings and activities of the College, and the College’s annual report.

Researches, develops strategies and directs plans which identify marketing opportunities and new project development. Develops, implements, and oversees the campus marketing plan, and helps identify new markets for academic programs.

Develops and manages budget for communications, marketing and publications purposes.

Represents the College at various community and/or business meetings.

Coordinates ceremonies, press conferences, and other events or special projects.

Supervises the Development and Alumni Relations' administrator and staff.

Perform other duties as requested by the College President.

MINIMUM KNOWLEDGE, ABILITIES AND SKILLS:

Knowledge of the principles and practices of public relations, journalism and modern mass communication.

Knowledge of principles and practices of marketing and advertising.

Knowledge of methods and techniques of print, social media, radio, television, website development, photography and media buying.

Knowledge of current trends and practices in public relations and community education.

Knowledge of budget preparation and fiscal management.

Ability to communicate effectively and efficiently in written and verbal forms and the ability to work effectively with a wide range of constituencies in a diverse community.

Ability to build teams, encourage cooperation, and communicate vision and strategy.

Ability to work effectively with the public and College employees.

Ability to conceptualize projects and manage multiple priorities.

Ability to maintain records and prepare reports.

Skill in print and electronic media.

Skill in the use of computer software.

WHO SHOULD APPLY:

Open to the public.

HOW AND WHERE TO APPLY:

Applicants must submit an "Application for Employment" form to the GCC Human Resources Office, Suite 2112/2113, Student Services & Administration Building, by 5:00 p.m., of the deadline. Applications are also available online at www.guamcc.edu. For more information visit the Human Resources Office, Suite 2112 & 2113, Student Services & Administration Building, email us at hrjobs@guamcc.edu or call (671) 735-5537/38.

IMPORTANT INFORMATION:

Public Law 99-0603 (8 USC Section 1324A) requires the Government of Guam to verify the identity and work eligibility of all newly hired employees. All new employees shall be required to provide any one or a combination of the following and/or other documents as may be required: Original Birth Certificate; U.S. Passport; Naturalization Card; Alien Registration Card with photograph; original Social Security Card; or other proof of work eligibility.

VETERANS PREFERENCE:

Applicants claiming veteran's preference are required to provide a copy of their DD-214 (Military discharge form). Those claiming Compensable Disability are required to provide a copy of a letter from the Veterans Administration.

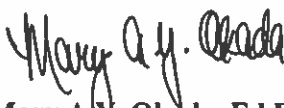
EDUCATION:

Applicants claiming degrees or credit hours are **required** to provide a copy of their college transcript. Transcripts from institutions outside of the U.S. **must be** accompanied by a **Comprehensive Course-by-Course Report** by a National Association of Credential Evaluation Services (NACES) member organization www.naces.org.

PRE-EMPLOYMENT MEDICAL EXAMINATION AND TUBERCULOSIS TESTING:

All applicants accepting employment with Government of Guam-Guam Community College must take and pass a pre-entry Physical Examination and Tuberculosis Testing as a condition of continued employment. Expenses for the physical/medical examination and tuberculosis test must be paid for by the applicant.

APPROVED BY



Mary A. J. Okada, Ed.D.
President

AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER

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