

Full-time Professional Position as Associate Director of PR

Bruce A. Austin baagl@rit.edu

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Wilkes University (Wilkes-Barre, PA) invites applications for an Associate Director of Public Relations in the Marketing/ Communications department. The position involves managing a results-oriented media relations program and developing communications strategies aimed at increasing Wilkes University's name recognition and reputation among target audiences as part of the overall marketing/communications function.

Specific responsibilities include:

- Developing public relations campaigns
- Developing and distributing press releases
- Publishing and editing the university magazine
- Cultivating a network of local and regional media contacts
- Measuring the effectiveness of public relations initiatives
- Serving as the day-to-day spokesperson for the University
- Promoting campus events

The successful candidate will possess excellent verbal and written communications skills, along with superior public speaking, project management and computer application skills (e.g. Word, Excel, PowerPoint). A Bachelor's degree in journalism, communication or related discipline is necessary along with five years of related work experience.

Send cover letter and resume to: Wilkes University, Associate Director of Public Relations Search, Reference # COM007, P O Box 3924, Scranton, PA 18505-0924. Indicate the reference # on the envelope. To apply by email, send application materials to: eapply@wilkes.edu and indicate the reference # in the email subject line. Be sure to include the reference # or the application will not be processed.