

**Position Title: Public Relations Manager**  
**Primary Labor Position (15 hours required)**

**I. Grade Level: 5**

**II. Description:**

- A. The following are the essential duties for a Public Relations Manager in the Black Cultural Center;
1. Oversees all publicity and promotion of programs and services offered through the Center
  2. Designs and updates the brochure every two years (97, 99, 01, 03, etc.)
  3. Serves as Executive Editor for *the Onyx* Student Newsletter
  4. Designs and updates the Web-page
  5. Designs and distributes the monthly *What's Up* Calendar
  6. Designs and creates the videotape for recruitment and the Unity Banquet
  7. Serves as a photographer for all BCC programs/activities
  8. Keeps photo albums current and archives all photos
  9. Works closely with Chimes and Pinnacle to ensure the publication of BCC programs/activities
  10. Supervises and delegates tasks to the student office assistant
  11. Performs other job-related duties as assigned.
  12. Construct private mailing lists (AA&AF freshmen, sophomore, juniors, seniors, faculty and staff, by request names)
  13. Create mailing labels for (return address) AA&AF freshmen, sophomore, juniors, seniors, faculty and staff, by request names, other Black Cultural Centers)

The following are possible *additional* duties for this position:

1. Serves on MLK Planning Committee and BEAB
2. Mails correspondence to faculty, staff, students, local churches, and other cultural centers for their participation with programs and events

**III. Learning Opportunities:**

- A. Developing the attributes to appropriate *Grade 5* positions: understanding of departmental management, taking responsibility for the effectiveness of others, awareness of departmental and institutional relationships, communication and interpersonal skills, evaluation of procedures.
- B. Excellent written and verbal communication and interpersonal skills
- C. Excellent editorial and journalism skills
- D. Valuable information about the history of Berea College, BCC, Africans and African Americans
- E. Excellent marketing and research tools

**IV. Basic Qualifications:**

- A. General: Creative, flexible, inquisitive
- B. Skill: Ability to communicate and work with the public, attentive to details, good writing and speaking skills, respect of confidentiality, minimum supervision, excellent computer and technical skills
- C. Physical: Energetic
- D. Academic: sophomore or above with at least a 2.5 GPA

**V. Desirable Qualifications:**

- A.** General knowledge of Public Relations policies and protocols
- B.** English major/minor
- B.** Knowledge of the Black Cultural Center's mission