Public Relations Manager

**Department:** Marketing and University Relations  
**Position:** Full-time  
**Wage:** $31,000 - $34,000 year, full benefit package  
**Posting Date:** June 2013

**Description**

Manage the university’s public relations (PR) program including strategic planning as a part of Montana Western's overall marketing plan. Serve as the university’s spokesperson with area, state, regional and national media. Provide copywriting, proofing and editorial services to support PR and marketing efforts. Lead the content development process for the university’s news and marketing-related websites. Manage the department’s media contact database. Develop a proactive news gathering organization across campus. Develop and execute a social media plan to support university marketing efforts. Provide photography to support news and marketing efforts. Assist in maintaining the university’s brand. This position reports to the director of marketing and university relations.

**Qualifications**

Ability to work effectively under deadlines and to think clearly and communicate with media representatives. Organizational skills to prioritize work and complete assignments in an accurate and timely manner. Effective communication skills, verbal and written, with the ability to relay information in a clear and concise manner. Ability to effectively interact with diverse groups of people and co-workers. Work effectively as a team member.

**Requirements**

Bachelor’s degree in journalism, PR or English. PR experience preferred. Demonstrated writing, editing and media engagement skills. Experience with crisis communication. Familiarity with writing web content, social networking strategies and software, and web content management systems. Demonstrated photographic acumen (experience with equipment and applicable software) and aesthetic sense.
**Application**

To be considered for this position, please submit the following by July 9, 2013.

Letter of Application stating reasons for interest in the position and addressing the desired qualifications.

1. Submit a professional resume detailing skills and experience which apply to the position description above.
2. Submit a portfolio of applicable work.
3. Names, address and telephone numbers of three references to:

Shelly Kessel, assistant to the chancellor
The University of Montana Western
Campus Box 119
710 S. Atlantic St.
Dillon, Mont. 59725


**The University & Dillon Area**

The University of Montana Western, located in Dillon, Mont., is an innovative institution nestled in a scenic valley in the Rocky Mountains of southwestern Montana. The current campus student headcount is 1,447 and the Full-Time Equivalent (FTE) for student enrollment is approximately 1,392. Montana Western has over 60 FTE faculty members, features small classes for all students and has been recognized for excellence by U.S. News and World Report. Montana Western’s small size and focus on education innovation have earned it the reputation of being a place where faculty and staff chose to collegially and creatively make a difference in the education of students. Montana Western is the first and only public four-year college in the nation to use block scheduling in which students take a single class at a time. This immersion learning program facilitates increased opportunities for experiential types of learning.

The mission of the University of Montana Western is to provide innovative interdisciplinary education through experiential learning that combines theory and practice. Montana Western services citizens of all ages with its academic, community service, and lifelong-learning programs. As part of the global community, Montana Western encourages diversity, international awareness, environmental responsibility, and mastery of technology as a gateway to the world.

Dillon, a community of 5,000 people, is known for outstanding public schools, safe environments, recreational opportunities and an excellent quality of life.
The University of Montana Western is an equal opportunity/affirmative action employer and encourages applications from qualified women, minorities, veterans and people with disabilities. Qualified candidates may request veterans, or disabilities preference in accordance with state law. Reasonable accommodations are provided in the hiring process for persons with disabilities. Finalists for this position will be subject to a criminal background investigation.