

# FLORIDA GATEWAY COLLEGE

## *Job Description*

### **EXECUTIVE DIRECTOR, MEDIA AND PUBLIC INFORMATION**

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#### **DISTINGUISHING CHARACTERISTICS:**

This is a professional position responsible for the oversight of all of the College's media networks. This includes the management and supervision of such areas as public relations, alumni affairs, information services, publications, and instructional television outreach. The position also coordinates the day to day operations of the college's audio-visual department, web design, Performing Art Center and other college venues.

#### **ESSENTIAL JOB FUNCTIONS:**

*(Note: The following examples of work as listed in these job descriptions are not necessarily descriptive of any one position in the classification. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment to the position.)*

Provide leadership and policy direction to develop programs that support college goals and objectives. Acts as college's liaison for governmental affairs with elected officials, municipal and county governments, State Legislature, congressional delegates, business officials and the communications media.

Coordinates production and engineering activities for radio and television broadcasts.

Creates and develops ideas for radio and television program material.

Writes or coordinates the writing of program scripts and materials.

Approves final version of radio and television programs.

Maintains production records in compliance with FCC rules and regulations and applicable copyright laws.

Maintains a complete listing of college FCC Licenses.

Coordinates college facilities usage and leasing.

Oversees and coordinates with the Public Information Office activities and special events.

Maintains liaison with college departments, news agencies, broadcast manufacturers and suppliers.

Coordinates the work assignments of others during production. Monitors inventory and recommends equipment purchases.

Assist instruction in developing and writing, as needed, public relations, and other collateral required for public consumption purposes and collateral information pieces.

*(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 marginal duties as required.)*

**MINIMUM QUALIFICATIONS:**

**KNOWLEDGE, ABILITIES AND SKILLS:**

Knowledge of management skills and functions. Knowledge of television broadcast operations and functions including FCC requirements. Knowledge of PC systems and data processing technology. Skills in planning, execution and decision making. Skilled in technical writing, creative writing, and persuasive writing. Ability to build consensus across disciplines and professional/nonprofessional lines. Ability to be flexible and adopt easily to changing positions without losing sight of goals and objectives.

**EDUCATION AND EXPERIENCE:**

Bachelor's Degree in Communications or Telecommunications plus five years direct experience in broadcast management and/or technology management. Computer literate.

**ESSENTIAL PHYSICAL SKILLS:**

Acceptable eyesight (with or without correction).  
Acceptable hearing (with or without hearing aid).  
Ability to communicate both orally and in writing.  
Use of fingers.

**ENVIRONMENTAL CONDITIONS:**

Works inside in an office environment.

*(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)*

# Mike McKee

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## Professional Summary

Knowledgeable marketing professional with more than 27 years in developing, implementing and managing public relations strategies and activities. Possess superb communications skills with talent in developing innovative public relations and marketing strategies.

## Education

University of Florida

*August 1984* Bachelor of Science in Broadcasting

## Experience

WRUF Radio | Gainesville, Florida

Radio Maintenance Engineer *September 1981* – May 1983

Provided assistance in the routine maintenance of transmitting and other radio equipment at University of Florida owned stations.

WGRO Radio | Lake City, Florida

News and Program Director *June 1983* – September 1985

Managed and news and announcing staff as well as gathered news for AM station.

WCJB TV 20 | Gainesville, Florida

Lake City Bureau Chief *September 1985*– June 1988

Covered news events from the Lake City and Live Oak area including all writing, videotaping, and editing of news stories for the 6pm and 11pm newscasts

Florida Gateway College | Lake City, Florida

Executive Director of Media and Public Information *July 1988* –Current

Supervise a six person staff including all television and video productions, web site management, public information, performing arts, and facilities use and management for the college and the community.

## Skills

Media Relations    Community Outreach    Event Planning    Print media expertise  
Talented Public Speaker    Executive Level Presentations