

THE COLLEGE LANGUAGE ASSOCIATION



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Call for Applications/Nominations for CLA Director of Public Relations

Applications and nominations are invited for the position of Director of Public Relations (PR) for the College Language Association (CLA). The successful candidate will be the one to project the image of the organization and will be instrumental in enhancing its reputation and trustworthiness through innovative and appropriate strategies.

Responsibilities

- Assist the CLA Executive Committee in ensuring continuous good relationship with the general public, and the growing membership; and in rising greater awareness of the organization and its brand
- Serve as staff contact between general public, membership and CLA Executive Committee
- Use a variety of channels (TV, press, internet etc.) and social media (Facebook, Twitter, Instagram, blogs, etc.) to maximize the organization exposure
- Serve as official liaison with marketing professionals to ensure consistency in promoting the organization image
- Assess and seek opportunities for sponsorships and other partnerships and manage established relations
- Arrange for interviews or public speaking events and construct press releases
- Advise the organization on handling sensitive public issues to preserve reputation
- Analyze results of PR campaigns or efforts and prepare reports
- Propose an outlines of a two-year strategic plan for the CLA Public Relation Activities

Requirements

- Proven experience as public relations director/executive or similar role
- Proven experience in coordinating and managing effective PR campaigns through various channels
- Solid knowledge of social media (blogs, Facebook, Twitter, etc.)
- Excellent communication and presentation skills; comfortable as a public speaker
- Excellent skills as a public speech writer/builder
- Ability to build strong relationships with general public, key people, organizations and sponsors
- A creative mind partnered with the ability to find the best practical solutions
- Knowledge of CLA Constitution and constituency
- Member of CLA
- Tenure at home institution

Compensation

The CLA Director of Public Relations does not entail monetary compensation. However, it will be recommended to the home institution to release the successful applicant from one course load. In addition, s/he will benefit from serving in a key leadership role for a nationally and internationally recognized and respected organization. The successful candidate will also have the advantage of working with an increasingly innovative organization that will offer an ideal environment/context to create, develop and implement efficient Public Relation strategies

Application Process:

Send applications and nominations (including self-nominations), along with a current CV and a statement addressing the nominee's qualifications in the areas noted above to:

- Dr. Clément A. Akassi, CLA President, animankrindjaboclement@yahoo.fr
- Dr. Reginald Bess, CLA Secretary, rbess@scsu.edu

The deadline for receipt of applications/nominations is March 17, 2017. Finalists will be interviewed by conference call.

Upon the recommendation of the CLA President and upon approval by the CLA Executive Committee, the CLA Director of Public Relations will be appointed for a renewable two-year term.

Founded in 1937