



Job Title: Executive Director, Communications & Public Relations

Reports To: President of the College

Department: Communications

Classification: Full-time, Salary Exempt, 12-month, Benefits Eligible

POSITION OVERVIEW

The Executive Director of Communications & Public Relations is responsible for managing the overall brand/voice and the strategic integrated communications of the College through marketing, advertising, public relations, internal and external communications, media relations, and brand management.

This position will oversee crisis communication, executive communication, and the College's website (www.loc.edu), and provide consultation on signature events, Advancement communication, Enrollment and Admissions recruitment advertising and social media outreach. This senior administrative position works cross functionally with every department on campus, as well as with donors, community leaders, board members and guests of the College.

DUTIES AND RESPONSIBILITIES

- Provides direction and maintains consistency in brand and voice across all platforms
- Works closely with the president and Executive Team to craft internal, external, and crisis communications
- Serves as public information officer for the College
- Provides script writing assistance and overall message direction for the president and others who speak at signature events
- Serves as the webmaster for the College's website and works with content contributors to effectively present the College's brand
- Ensures articulation of the College's desired image and position, assures communication of image and position throughout the College, and assures communication of image and position to all constituencies, both internal and external
- Serves as coordinator of College personnel in interfacing with the media to provide the timely release of information that reflects the "personality" of the College
- Coordinates the appearance of all College print and electronic materials such as letterhead, brochures, use of appropriate logo, for internal and external communications
- Assists faculty and staff with marketing of special events

- Keeps informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance, and higher education issues, and uses the information to help the College operate with initiative and innovation
- Works with vendors such as PR agencies, graphic freelancers, and printers to execute strategies and tactics
- Serves as the key liaison for the Board of Trustees with an essential relationship with the Chair of the Board, Board Officers, and Board Members
- Supports the Board of Trustees in organizing the annual calendar of events to include, but not limited to, Board Meetings, Executive Board meetings, Retreats, and/or Committee Meetings
- Serves as a conduit for the general campus, faculty, and alumni to communicate with the Board of Trustees as a body and as individual members
- Proactively keeps the Board aware of campus matters and events where there are opportunities for board members to engage effectively
- Contributes to the overall success of the College by performing other duties as assigned by the President

MINIMUM QUALIFICATIONS

- Bachelor's degree from an accredited institution of higher education
- 5 - 7 years of progressive professional experience in marketing and communications

KNOWLEDGE, SKILLS & ABILITIES

- Be able to thrive in an environment of constant change and deal with conflicting priorities
- Process oriented, organized, and disciplined
- A demonstrated history of working independently as well as in collaborative environments
- Experience with web development, corporate or non-profit communications, e-communications, branding and marketing
- Advanced experience using various software tools including but not limited to, MS Office Suite, Adobe Creative Suite, Social Media Platforms and Communication Software and tools.
- Experience overseeing the design and production of print materials and digital publications
- High level of confidentiality and integrity
- Strong verbal and written communications skills
- Ability to interpret and apply understanding of key financial indicators to make the best business decisions
- Ability to stretch from a leadership standpoint
- Ability to effectively build formal and informal relationship networks inside and outside the College
- Ability to paint a compelling picture of the vision and strategy that motivates others to action
- Ability to build strong-identity teams that apply their diverse skills and perspectives to achieve common goals
- Ability to see ahead to future possibilities and translate them into breakthrough strategies
- Ability to apply knowledge of business and the marketplace to advance the College's goals
- Flexible hours and some nights and weekends may be required

WORKING CONDITIONS/PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit, stand, use hands to handle, or feel to talk and to hear. The employee, frequently, is required to walk, reach with hands and arms to stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 20 lbs. Specific vision abilities required by this job include close vision.

Qualified applicants should submit the following information in one (1) pdf document via email to: jobs@loc.edu. Please put the job title in the subject line

- Cover Letter
- Resume
- Unofficial transcript of highest educational level completed
- 3 references including contact information

Incomplete applications will not be considered. The final candidate who is extended an offer must successfully complete reference and background checks.

LeMoyne-Owen College offers an attractive benefits package, including health, vision, and dental benefits. The College pays for Life Insurance, STD/LTD, and paid time off.

LeMoyne-Owen College is an AA/EEO employer and does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities.

No Solicitations or Phone Calls Please