



JOB TITLE: Director of Communications
DEPARTMENT: Marketing/Creative Services
SUPERVISOR: AVP, Marketing/Creative Services
FLSA STATUS: Exempt

MAJOR PURPOSE:

Under the direction of the Associate Vice President of Marketing and Creative Services, the Communications Director establishes and drives a multi-channel communications strategy and manages public relations for the University. The director works collaboratively with all departments to set the tone for internal and external messaging that portrays Jessup's values and maintains brand integrity while ensuring cohesion and consistency ("one voice"). The director oversees communications staff and the creation of written content for digital, social media, video, audio, and print assets.

Due to the importance of departmental interaction and team unity, this position requires attendance in person/on campus at least 60% of the time. Off-campus work is subject to the approval of the supervisor.

The pay range for this position is generally \$75,000-\$85,000/annual. Individual pay is generally determined by a number of factors including internal equity, job-related skills, experience, relevant education or training and location.

ESSENTIAL DUTIES

- Develops a unified brand voice and maintains brand integrity across all platforms
- Establishes and drives a multi-channel communications strategy
- Manage external communications including media relations inquiries, strategic initiatives, and partnerships, as well as outward-facing publics
- Develops strong relationships with media members, influencers, and community leaders
- Creates, distributes, and manages press releases
- Pitches story opportunities to print, broadcast, and digital press
- Collaborates with key departments, develops a comprehensive communication strategy for consistent, compelling messaging to current and prospective students, parents, donors, alumni, local employers, and other key community members
- Partners in the creation and development of major publications
- Oversees the creation of written content for digital, social media, video, audio, and print assets
- Considers data analytics, including SEO performance to adjust and optimize communication strategies
- Develops effective systems for delivering immediate and long-term content needs
- Serves as a member of the Marketing leadership team, contributing to the development of overall marketing strategy and providing leadership for the team
- Oversees and assists in ongoing development opportunities for communications staff, including interns or student staff
- Participates in on-campus and community events for networking purposes and University exposure
- Contributes to healthy team culture
- Other duties as assigned

QUALIFICATIONS

EDUCATION/CERTIFICATIONS:

- Bachelor's degree in relevant field required
- Master's degree preferred

REQUIRED KNOWLEDGE/EXPERIENCE:

- Proven work history with relevant experience in the communications industry
- Strong working knowledge of digital content strategy and creation
- High-level experience with writing and editing
- Proven success leading teams

SKILLS/ABILITIES:

- Excellent verbal and written communication skills and professional demeanor
- Ability to work well independently and collaboratively on a team and accept input/criticism productively
- Detail-oriented individual with strong organizational skills
- Enthusiastic about working collaboratively
- Must be a self-starter who regularly sets and achieves activity and results-driven goals
- Desire to lead and train and willingness to be mentored and developed in leadership.
- Interpersonal communication skills to interact with students, faculty, vendors, other University departments, and the general public.
- Adaptability to shifting priorities and/or urgent deadlines
- Good judgment, a positive and diplomatic attitude

WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of William Jessup University as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS:

The employee is regularly in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, crouch, and kneel. Frequent and regular repetitive movements are required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 20 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description are intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations in order to perform my job, I must immediately inform my supervisor or Human Resources.

Employee Signature

Date