

Director of Communications and Marketing and Assistant to the President

Department: President

Classification: Full-Time Staff

Reports To: President

Start Date: May 11, 2020

Salary: Negotiable

General Function

The Director of Communications and Marketing at Andrew College is responsible for maintaining the image and brand of the College and for building awareness and recognition of the institution with the general public, potential students and donors through traditional and social media/digital avenues.

The professional chosen for this position will be creative, multi-talented and have multiple skills and abilities which include graphic design, editing, writing, public relations, web editing/maintenance and photography. Many of the skill areas listed below overlap between areas.

Graphic Design/Art Direction

- Create/design publications, to include brochures, flyers, posters, e-newsletters, signage, displays, etc. using Adobe Creative Suite products. These pieces will publicize and promote department programs, facilities, events, or objectives;
- Work closely with outside printing, mail house and other vendors from beginning to job completion;
- Work closely with outside printing, mail house and other vendors from beginning to job completion;
- Monitor and create content for social media and the College website;
- Take photographs for use in published pieces;

- Responsible for maintaining the College's established graphic standards and branding;
- Serve as an administrator for the College website, **andrewcollege.edu**. Responsible for approving all content from other departments before it is published. Serve as administrator for all other areas. Close monitoring of site to watch for needed updates and changes.

Public Relations

- Serve as an administrator for the College website, **andrewcollege.edu**. Responsible for approving all content from other departments before it is published. Serve as administrator for all other areas. Close monitoring of site to watch for needed updates and changes.
- Write and edit press releases to be published on newsworthy platforms and identify the target audience that the press is designed to reach;
- Edit announcements, brochures, presentations, etc.;
- Copy edit, check branding and communicate needs to other staff or faculty members;
- Use social media to connect with the public, engaging viewers in dialogue;
- Responsible for social media posts to connect with potential students, donors and the general public;
- Work closely with our remote marketing team;
- Organize, plan, improve, and execute press events and other college events, when needed;
- Direct marketing design projects, collaborating with multiple departments;
- Design and develop product brand identity;
- Write and edit official department announcements, email blasts, letters, or social media posts;
- Knowledge of AP Writing Style Guidelines.

Marketing

- Coordinate communication with outside constituents to increase brand recognition;
- Make sure timelines are met and manage relationships with external partners who provide digital marketing;
- Collect and analyze data and metrics to assess impact of marketing efforts;
- Assists the Development office with planning and organizing community outreach programs and events when warranted.

Photographer

- Serve as campus photographer and produce digital photos to be used in print or online publications. This generally does not include photography for student media such as yearbooks or newspapers.
- Coordinate outside vendor professional still photography or video shoots for special projects or to update in-house photo files as needed.

Assistant to the President

- Provide feedback and solutions, review rough drafts when requested;
- Serve on committees at the discretion of the President;
- Prepare or complete various forms, reports, correspondence and other documentation per established procedures
- May be called upon to collect meeting minutes or compile data;
- Maintain computerized and/or hard copy records;
- Must have unquestioned integrity and trustworthiness;
- Must be committed to the College's mission and strategic plan.

Qualifications/Job Skill Requirements

- Bachelor's degree in Graphic Design, Journalism, Public Relations, Communications, or related field required;
- Two to four years professional experience in public relations, communications, graphic design, social media, or a related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job;
- Higher education experience preferred;
- Proficiency with Adobe Creative Suite, especially InDesign, Photoshop and Illustrator;
- Must be a self-starter and proactive in anticipating the needs of the College.
- Diverse print and digital design portfolio;
- Demonstrated ability to work collaboratively with colleagues;
- Proven ability to manage multiple projects at once;
- Knowledge of pre-press and print processes;
- Strong communication skills;
- Excellent proofreading/editing skills and eye for detail;
- Working knowledge of Microsoft Office products;
- Experience with video software preferred;

- Strong organizational and project management skills;
- Ability to search out and make new contacts related to public relations and marketing;
- Strong leadership skills;
- Ability to work independently and without supervision;
- Creative with good observation and listening skills;
- Must be authorized for unrestricted employment in the United States indefinitely with no immigration sponsorship needed.

Working Conditions

Office environment with minimum lifting (25 pounds or less). Flexible office hours to include evenings and weekends.

Equal Opportunity Employer