



Communication Specialist

Salary: \$40,000

Status: Full-time (12 month contract) Exempt

Reports to: Director for Creative Services

Summary

The communication specialist manages all aspects of public information, writing, editing, and communications activities. This position works closely with internal and external constituencies to develop strategies to gain support for the college.

Messaging/Brand/Management

- Develop, edit and coordinate production and distribution of a variety of communication, marketing and event materials such as press releases, e-newsletters, brochures, flyers, etc., that support the college's strategic enrollment and marketing plans.
- Create and manage the messaging and act as senior editor for college publications in print and electronic format.
- Review and approve college publications for proper grammar, writing, clarity of message, consistent tone and style, and use of proper branding using established standard college guidelines
- Manage the college's image identity as communicated to the public through social media, print and electronic publications, audio, video, photographs, and other marketing materials.
- Manage website pages to ensure reliable information and uniformity with college design standards. Review website each semester.
- Maintain robust online presence; compile and report statistics on impact of online presence.
- Maintain press release log.
- Work with Academic and Student Affairs to develop recruitment publications, e-communications, and other marketing strategies for prospective students.
- Build and maintain strong and effective relationships with internal and external stakeholders to enhance the college's image and reputation.
- Maintain annual marketing budget.

Community Relations/Events

- Serve as the college's principal contact with the media which includes assigning and/or writing press releases, providing expert sources and responding to media requests.
- Develop communication plans with the media in emergent situations.
- Represent the college in appropriate college and community activities and organizations.
- Serve on cross-functional committees to address enrollment, marketing, community support and college operations.
- Ensure the promotion of college events and activities to targeted audiences using appropriate communication venues.
- Photograph campus events and archive photos.

Minimum Qualifications

- Bachelor's degree.
- Excellent interpersonal, oral/written communication skills and strong attention to detail.

Preferred Qualifications

- Knowledge of industry standard best practices for copywriting/editing and media communication.
- Minimum two years' experience in public relations, marketing, or similar field
- Minimum two years' experience in editing, journalism, or other written communication field
- Graphic design experience
- Adobe InDesign, Photoshop, Illustrator experience
- DSLR camera experience

DISCLAIMER CLAUSE

This job description is not intended, and should not be construed, to be a complete list of all responsibilities, duties, skills, efforts, or working conditions associated with the job. It is intended to be an accurate reflection of those principal job elements essential to making fair pay decisions and for determining job performance.