



Job Description  
**Director of Communications**

**Description:**

The Director of Communications is responsible for the planning, development, and implementation of all college communication strategies and public relations activities, both external and internal.

**Supervised:**

The Director of Communications is accountable to and evaluated by the Chief of Staff.

**Responsibilities:**

***Communications, Marketing and Public Relations***

1. Manage all internal and external communications, including print, video, social media, and website.
2. Coordinate with webmaster and department directors to ensure new information (news articles, events, banners, etc.) is posted regularly to the website and that each page is updated as needed.
3. Provide oversight for the design, production, and distribution of all the college's publications, such as letterhead, newsletters, brochures, stationery, etc.
4. Oversee social media accounts and ensure quality and timeliness of posts.
5. Maintain brand quality and usage.
6. Manage media contact, coordinate media interest in the college, and schedule regular contact with target media groups.
7. Ensure campus events are promoted/covered journalistically.
8. Provide support or leadership for special projects and events as assigned.

***Planning and Budgeting***

9. Routinely measure the success of college communications and public relations programs.
10. Monitor industry trends and develop short and long term goals and plans for communications.
11. Manage the budget assigned to communications.
12. Create and update procedures and communicate these procedures to staff and faculty.

***Staff Service and Involvement***

13. Assist the President's office in communications, marketing ideas, and efforts.
14. Coordinate with the admissions and development offices to ensure communications and social media is maximizing the college's recruiting and fundraising efforts.
15. Provide advice to various departments on publications and media, conducting research when necessary.
16. Provide staff training to equip them to deliver appropriate messages to the media during interviews.

**Qualifications:**

- Demonstrate experience and knowledge of the design and execution of communications strategies.
- Excellent writing/editing and verbal communication skills, including proficiency in AP style.
- Adeptness with the variety of software necessary to support, create, and distribute effective communications.
- Bachelor's degree in journalism, marketing, public relations, or communications.

Interested parties should send a cover letter and resume to Daisy Reynolds, Chief of Staff, at [dreynolds@criswell.edu](mailto:dreynolds@criswell.edu).