Position Title: **DIRECTOR OF MARKETING AND COMMUNICATIONS**

Department: Marketing & Communications

Reports to: Vice President, Advancement

Classification/ FLSA Status: Level II (Exempt Administrative)

Primary Function: Under the guidance of the Vice President for Advancement, the director of marketing and communications is responsible for the planning, implementing, and growth for a comprehensive program of college marketing, communications, public information, publications, online content, and project management to maintain and enhance the college's relationships with its various constituencies. These constituencies include prospective and current students, alumni and other supporters, the chiropractic and health professions at large, the local community, patrons of the college's Chiropractic Center, and college employees.

Key Responsibilities:

Strategic communication: In collaboration with departmental and college partners, developing and executing strategic campaigns, press releases, social media tactics, and messaging aligning with the objectives of Sherman College.

Media relations: Building and maintaining relationships with media outlets, story placement, arranging interviews, and responding to media inquiries to ensure positive coverage.

Stakeholder engagement: Communicating with the public, alumni, donors, investors, partners, and internal teams to build trust and goodwill on behalf of the College (non-profits, government agencies, and armed forces in particular).

Monitoring reputation: Tracking public sentiment (via social media, news, reviews) and proactively utilizing the information for optimum outcomes regarding enrollment, patient visits, fundraising initiatives, and strategic outreach.

1. Serve as counsel to the president, vice president for advancement, and senior staff regarding public relations activities and communications; assist with communications activities as needed, such as writing articles, letters, and speeches; speak and represent the college as necessary.

2. Reflect, articulate, and promote the mission, vision, and identity of Sherman College of Chiropractic throughout the institution and to all constituencies, both internal and external. Ensure articulation of Sherman College's image position and brand throughout the institution and to all constituencies, both internal and external.

3. Provide recommendations for internal training and consortiums for employees and/or students seeking help or experience in their communications to their respective audiences.

4. Provide expertise in writing, editing, scheduling, designing, and publication of regular college publications, email newsletters and any other college communications, print or electronic, that may be developed.

5. Play a key role in marketing projects that include print and digital advertisement creation, lead generation, landing pages, copy writing and ad funnels.

6. Supervise the selection, writing, editing, scheduling, and submission of all media news releases, maximizing the college's exposure to both the public and specialized professional media.

7. Serve as a resource for various college departments on the production of marketing collateral, advertisements, and informational/educational materials necessary to meet the departments' needs.

8. Supervise and assist in writing and editing all policy, procedures, planning and assessment documents of the Department of Marketing and Communications and assist in preparing the annual budget for the department.

9. Manage MarComm's relationship with its vendors of record and participate in the creation of all contracted creative services. Serve as the primary liaison for vendors associated with, but not limited to, Advancement and Marketing & Communications functions. Assist other departments in this regard, as necessary.

10. Along with the VP, Advancement, lead, hire, train and supervise all marketing and communications staff, including student workers, and coordinate all departmental responsibilities, as necessary.

11. Participate in professional development opportunities that spark forward-thinking ideas to elevate our engagement with various constituencies that are permitted by budget.

12. Participate in annual strategic planning process.

13. Lend enthusiastic support to college policies and to fellow co-workers, particularly in the presence of students.

14. Participate in the annual Lyceum program.

15. Fulfill other duties as assigned by the Vice President for Advancement and President.

16. Always demonstrate commitment to the mission of Sherman College.

Basic Knowledge and Skills:

1. Bachelor's degree required, major in communication, journalism, English or related studies.

2. Computer skills, including the Microsoft Office suite.

3. Working knowledge of graphic design and desktop publishing skills, such as InDesign, Photoshop, Canva and Illustrator.

4. Excellent interpersonal and communication skills.

5. The ability to organize and manage multiple priorities.

6. Minimum five years previous related experience.

Preferred Knowledge and Skills:

1. Previous experience in higher education

2. Knowledge of chiropractic

3. Master's degree

Reporting to this position:

Associate Director of Brand Strategy & Visual Communications and the Digital Media Producer as assigned by the VP, Advancement.

Physical demands and work environment:

Physical Demands: While performing the duties of this job, the employee is occasionally required to walk, stand/sit; use hands to finger, handle or feel objects or controls; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision and the ability to adjust focus. Employees may also be required to carry 25 lb. minimum.

Mental Stresses: Multi-task demands

Work environment: While performing the duties of this job, the employee works in a controlled work environment and the noise level in the work environment is usually minimal.

General sign-off: The employee is expected to adhere to all company policies and to act as a role model in the adherence to policies.

I have read and understand this explanation and job description:

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Signature Date