



JOB DESCRIPTION DIRECTOR OF COMMUNICATIONS

Purpose:

The Director of Communications provides administrative direction and oversight for the Office of Communications. The Director coordinates communications efforts across both the Richmond and Charlotte campuses that include: an editor of the seminary quarterly magazine, Sharon & Brook; principal writer of news releases—both print and digital—that promote and support Union Presbyterian Seminary programs.

The Director serves as an internal consultant for public relations, communications, and marketing concerns, including research, and all administrative divisions and departments of Union Presbyterian Seminary. The Director reports to the Vice President for Advancement.

Responsibilities and Duties:

Planning and administration

- Develops an annual program to support institutional goals and strategic objectives
- Develops an annual budget to ensure that departmental goals are reached at lowest possible cost
- Oversees departmental operations to ensure balanced budget
- Supervises the work of outside vendors and ensures that they are well-informed in performing their duties

Consultation

- Serves as a member of the Seminary's crisis communication team as appointed by the president
- Gathers information from internal and external constituents and conducts research. Advises the President and members of the Executive Staff on matters related to communication with internal and external constituents.
- Advises internal clients on development and production of Web, print and electronic media.

Web, Print and Electronic Media

- Ensures the editorial content and design of Web, print and electronic publications is

consistent with the mission and image of Union Presbyterian.

Advertising

- Advises internal constituencies on the purchase of advertising in print and social media

News Service

- Writes and/or edits news releases and directs their timely dissemination to the Church and Christian and secular media
- Maintains relationships with key media editorial staff to ensure positive relationships on behalf of Union Presbyterian
- Streams and broadcasts live events for the Union Presbyterian Seminary community
- Ensures up-to-date news release index and list of media contacts

Other duties as assigned.

Knowledge and Skills:

A degree from an accredited college or university and five years working experience in directing a comprehensive communications/public relations program. Experience in an institution of higher education is preferred. Demonstrated experience in media research and strategic planning; in the development, production, and management of print, video, and social media; in media relations; and in the purchase of print and digital advertising.

Working Conditions: This is a full-time, exempt, salaried position on the Richmond Campus with benefits.