DIRECTOR OF COMMUNICATIONS & COMMUNITY OUTREACH

JOB SUMMARY
Reporting to the Vice President for External Affairs and Enrollment Management (80%) and the Vice President for Institutional Advancement (20%), the Director of Communications & Community Outreach will be responsible for leadership, strategic direction and successful execution of all Mid-Pacific Institute communications activities. The Director of Communications & Community Outreach will have significant communications experience that includes a blend of advocacy and media relations, with a strong ability to coordinate and manage a variety of relationships within the community.

He/She will work with senior leadership to conceptualize, develop, implement, and evaluate short and long-term communications strategies and tactics to meet Mid-Pacific objectives including both integrated campaigns and storytelling about faculty, staff, students, alumni, and Mid-Pacific’s programs. This position will play a vital leadership role in enhancing Mid-Pacific’s vision, mission and brand. The position will be responsible for the execution of Mid-Pacific’s increased visibility by identifying media opportunities, leading a team to effectively tell the Mid-Pacific story, and collaborating throughout the Mid-Pacific community to build and promote Mid-Pacific to various audiences.

The Director of Communications & Community Outreach will be a visionary, strategic thinker and an action-oriented leader with an ability to execute a variety of responsibilities in a fast-paced, deadline-oriented environment.

ESSENTIAL DUTIES AND RESPONSIBILITIES
• Designs and executes a long-term Communications Strategy for corporate image and collaborates with areas throughout the Mid-Pacific campus to create strategies that support and complete the overall corporate-communications strategy.
• Leads Communications Committee in vision, oversight and direction, creating roles and responsibilities for all members to support the overall Communications Strategy.
• Establishes and cultivates relationships with various media and news organizations to optimize Mid-Pacific’s exposure, supporting the Communications Strategy.
• Coordinates and leads the placement of potential stories, press releases, media appointments and media visits to campus. Coordinates videography of Mid-Pacific events supporting media requirements.
• Key leader of brand image and implementation and stewardship of intellectual property and trademarks of Mid-Pacific Institute.
• Key leader in stewardship of current and future partnerships developed by Senior Leadership and creates pathways to connect these partners to Communications Strategies.
• Establishes linkages and serve as Mid-Pacific liaison with various clientele and key stakeholder groups.
• Designs process, timeline, responsibility and oversight of creative brief proposals and submissions for the internal Mid-Pacific community.
• Possess extensive management skills and provide oversight for a team of various communication styles, work with staff across the organization, and manage relationships with vendors and contractors.
• Leadership role implementing communication vehicles (print and digital), collateral material, social media, digital signage in areas such as website, e-newsletters, and donor communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels.
• Works with Vice President of External Affairs & Enrollment Management in developing internal communication vehicles for various constituencies, including parents, students, teachers, staff, and Senior Administration.
• Responsible for understanding and recognizing opportunities within emerging platforms, online communities and industry developments.
• Works with Vice President for Institutional Advancement, Director of Annual Fund and Foundation Relations to implement annual giving campaigns via direct mail, on-line solicitation and other vehicles and develop donor profiles, proposals, and campaign collateral, both digitally and in print.
• Collaborates across the Mid-Pacific community to ensure the high-quality and seamless work product that reflects Mid-Pacific’s standard of excellence and brand identity.
• Develops short and long-term actionable Social Media client strategies. Partners with Chief Innovation Officer in implementation of various Social Media platforms.
• Understands social media metrics in order to optimize and create/adapt strategies and translates metrics into an insightful narrative.
• Develops and analyzes key metrics of marketing effectiveness, budgets and costs related to marketing programs/campaigns and provides timely, proactive reports to leadership and other key members of the organization - benchmarked on CASE/NAIS reporting.
• Supports Emergency and Crisis Management communication in collaboration with Mid-Pacific Security and Senior Leadership.
• Performs other duties as assigned by the Vice President for External Affairs & Enrollment Management and the Vice President for Institutional Advancement.

SUPERVISORY RESPONSIBILITIES
Associate Director of Communications
Professional, Contracted Writers
Consultants

QUALIFICATIONS AND EXPERIENCE
Minimum Qualification:
• Bachelor's Degree and at least seven years related experience required.

Preferred Qualifications:
• Master’s Degree in related field of study.
• Outstanding communication, community relations, political acuity and interpersonal skills.
• Media and news organizational experience and strong relationships within these communities.
• Demonstrated editorial responsibility with publications/newsletters and other communications vehicles.
• Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives and the ability to handle multiple projects in a fast-paced environment.
• Relationship builder with the flexibility and finesse to "manage by influence."
• Experience in making presentations to diverse audiences and willingness to work effectively with various campus groups.
• A strong track record of positioning an organization to achieve tangible outcomes in a competitive communications environment.
• Knowledge of educational organizations a plus.
• Demonstrated experience as an official spokesperson for an organization and the ability to coach and support senior leadership and other school representatives as spokespersons for various mediums.
• Highly collaborative style; experience developing and implementing communications strategies.
• Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
• Leadership experience with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
• A strong track record as an implementer and demonstrated project management experience who thrives on managing a variety of key initiatives concurrently.
• Excellent writing/editing and mastery of Chicago or AP style manuals.
• Demonstrated experience in digital communications platforms and professional experience with social media platforms, e.g. Facebook, Twitter, YouTube.

**PHYSICAL DEMANDS**
Our campus consists of multiple buildings on 44 hilly acres that requires frequent walking including uphill and stairs. The individual is required to talk and hear, often required to sit and use their hands and fingers, to handle or feel and to manipulate keys on a keyboard. The employee may be required to stand, walk, lift and carry approximately 10-15 pounds, reach with arms and hands, climb or balance, and to stoop, bend, kneel, crouch or crawl. Requires close vision.

**MENTAL DEMANDS**
On a daily basis employee must frequently problem solve, make decisions, supervise students, interpret data, grade, organize, write, plan, and clearly communicate.

**EQUIPMENT USE**
Telephone – frequently, Copier – occasionally, Computer – frequently, Projector – occasionally

**WORKING CONDITIONS**

**WORK ENVIRONMENT**
Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.