TOUGALOO COLLEGE Seek: Director of Communications and External Relations

Position Summary:
The Director of Communications and External Relations is a senior member of the College’s fundraising/advancement team and reports to the Vice President of Institutional Advancement. He/she plans, develops and implements an effective and strategic communications, public relations program for the College. He/she works to increase public awareness of and support for College programs, services, and activities and enhance the College’s prominence among key audiences. He/she directs the development, editing and dissemination of various publications (news releases, feature articles, news stories, reports, postings and other communications) which highlights the goals, objectives, policies, programs activities and accomplishments of the College’s faculty, staff, students and alumni. He/she directs all media relations for the College to ensure accurate and timely coverage of events and news, including the dissemination of information to print and broadcast media sources, social media and web based sources, the general public, and specialized target groups.

Experience/Qualifications:
- A master’s degree with five or more years progressive experience in a related field is required, as well as a minimum of five years of management experience. A background in higher education is preferred but not required
- Verifiable knowledge of principles of communications and public relations and its role in advancing and organizational agenda and the theories, practices and techniques of marketing, branding and advertising
- Exceptional and verifiable writing skills
- Experience in communications media sources and their most effective uses, including print, broadcast, web and social media
- Skilled in methods and techniques of preparing and disseminating news releases and securing media placements
- Skilled in design content and production of marketing and public relations materials.
- Demonstrated ability to handle complex tasks, manage time effectively, work independently, work effectively as an effective leader and team member, make sound judgments, formulate plans, carry out objectives, interact effectively with individuals and to be flexible

Date of Position Opening: May 12, 2015
Application Deadline: Until Filled
Salary: Commensurate with Experience
Mail Documents to: Tougaloo College
Attention: Director of Human Resources
500 West County Line Road
Tougaloo, MS 39174
Send Fax to: (601) 977-7866

ALL APPLICANTS WILL BE CONSIDERED WITHOUT REGARD TO RACE, COLOR, RELIGION, SEX, AGE, NATIONAL ORIGIN, SEXUAL ORIENTATION, DISABILITY, CITIZENSHIP, VETERAN STATUS, GENETIC INFORMATION, GENDER IDENTITY; OR ANY OTHER LEGALLY PROTECTED STATUS.

THE COLLEGE PROHIBITS SEXUAL HARASSMENT, INCLUDING SEXUAL VIOLENCE.
TOUGALOO COLLEGE AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER