

NOTICE OF JOB OPENING

Director of Communications and External Relations

Position Summary:

The Director of Communication and External Relations is responsible for effectively developing, leading, and implementing a broad range of communications, marketing, and public relations activities in support of the strategic direction and positioning of the College. Employee will develop a comprehensive communications and marketing plan, along with brand standards, that promotes, enhances, and protects the College's brand reputation. Direct all media relations, including crisis communication, for the College to ensure accurate and timely coverage of events and news and the dissemination of information to print and broadcast media sources, digital, social media and website to the general public, and specialized target groups. Serve as Public Information Officer (PIO) for the College and provide communications counsel to the leadership team, including media crisis management. Employee must be able to work independently, manage multiple responsibilities and possess the ability to work under stress to meet competing deadlines. This position may require travel, including overnight, working irregular hours including weekends as needed.

Responsibilities:

1. Manage and provide day-to-day oversight of communications, external relations and marketing staff and operations, including planning, developing, and producing campaigns, assigning staff to projects, directing market research and industry trend analysis and executing brand standards and management strategies;
2. Plan, develop, and implement effective strategic communications and public relations plan for the College to enhance the College's prominence among key audiences;
3. Direct and manage the development, editing and dissemination of various communications and large-scale publications (i.e., news releases, feature articles, alumni profile stories, news stories, reports, op-eds, quotes, and other communications to the web, e-news and other online communications) that highlight the goals, objectives, policies, partnerships, program activities and accomplishments of the College's faculty, staff, students and alumni;
4. Direct and manage the development and maintenance of the College's website and electronic marketing to ensure the design and content achieve the appropriate public relations goals.
5. Direct, coordinate, and procure mass media advertising, including radio, television, newspaper, magazines, social media networks, podcasts, and websites;
6. Direct and manage the development, distribution, and maintenance of all print and electronic collateral materials and internal/external messaging including, but not limited to, newsletters, e-blasts, announcements, brochures, annual reports, program collateral, donor appeals, and published reports via Constant Contacts;
7. Manages crises communications to inform and mitigate news events and coverage; facilitate public safety information during an emergency or natural disasters.
8. Direct all media relations such as news interviews, news conferences, ceremonies, webinars weather alerts and crisis management for the College to ensure accurate and timely coverage of events and news;
9. Develop and maintain a media contact list and build strong relationships with the media to advance the College's position with relevant constituents, as well as to drive broader awareness and donor support for the College;
10. Direct social media strategy and content development, draft and post content and act as community manager by monitoring all the College's social media pages and YouTube channels;

11. Manage the Campus Communications' Team, inclusive of faculty, staff and students, and host bi-weekly and/or monthly meetings;
12. Prepare talking points, scripts, PSAs and narratives for leadership and administrators;
13. Interview administrators, faculty and staff to proactively seek relevant campus news within divisions and departments and report; write and photograph daily campus events;
14. Partner with Institutional Advancement team members to develop content for multiple fundraising outreach efforts, launch campaign, track campaign performance and analytics, media coverage and support a creative culture of philanthropy;
15. Work with a contracted graphic designer to develop, draft and finalize documents and collateral materials for administration, programs, events, fundraisers, etc.;
16. Work with Information Technology to post content and news stories to the website and Coordinate website/webpage updates—ensure that new and consistent information (articles, links, stories, events, and other content) is regularly posted and updated;
17. Serve as liaison with media and handle requests for interviews, statements, responses, etc.;
18. Foster relationship with digital, print and broadcast reporters and key stakeholders;
19. All other duties assigned by the Vice President for Enrollment Management and Student Services.

Required Experience/Knowledge/Skills:

Master's degree in Communications, Marketing, and Journalism or in a related field, along with five years or more experience preferably in higher education.

1. Passion for Tougaloo College's mission.
2. Champion for higher education with a passion for creativity in a fast-paced work environment.
3. Ability to balance strategic development and day-to-day operation responsibilities.
4. Expert interpersonal skills and the ability to think strategically.
5. Ability to research, plan, prepare and execute an idea with creativity and an eye for detail
6. Extensive successful writing and editing experience (internally and externally focused) with a variety of print and online communications media.
7. Maturity and excellent judgment; a leader who can positively and productively serve as a unifying force and position communications discussions at both the strategic and tactical levels.

Date of Position Opening:

February 28, 2025

Application Deadline:

Until position filled

Salary:

Commensurate with experience

Job Listings:

<https://www.tougaloo.edu/about-tougaloo-college/jobs>

****Email App/Resume/Cover Letter to:**

TougalooCareers@tougaloo.edu

Physical Address:

**Tougaloo College
Attention: Director of Human Resources
500 West County Line Road
Tougaloo, MS 39174**

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