TOUGALOO COLLEGE
TOUGALOO, MISSISSIPPI 39174

NOTICE OF JOB OPENING

TOUGALOO COLLEGE Seeks: Communications Specialist / Staff Writer

Position Summary: The Communications Specialist/Staff Writer will be a member of the marketing team with responsibility for online and offline content presence, along with the key focus of informing the campus community about the highlights of Tougaloo College. Unique content must be created on a regular basis for publicity and to showcase the college’s web presence. The candidate must be fluent in English and should have exceptional experience in writing. This role requires prolific content writing skills, as well as, the ability to craft press releases and other public relations stories. The candidate must possess the editorial and online know-how to help create and maintain the most visible expressions of the College’s brand, story, and identity. This role also requires strong creativity, attention to detail and project management skills. S/He must be able to work independently, manage multiple responsibilities and possess the ability to work under stress to meet competing deadlines. This position requires travel, including overnight, working irregular hours including weekends as needed.

Experience/Qualifications:

- Serve as project manager for a variety of print and digital marketing and communications deliverables;
- Develop content across print and digital channels for targeted or influencer audiences with implementation strategies for content marketing and social media strategies and tactics.
- Identify story ideas and write/edit content for a variety of communications channels, including print magazines and collateral, email newsletters, the website, press releases, and social media channels.
- Write focused content for a variety of materials including marketing collateral, proposals, partner agreements, white papers, campaigns, academic programs and articles.
- Develop communications materials and campaigns targeting and featuring alumni and donors, including the coordination of annual magazine, annual report, event and fundraising communications.
- Work with college administration and leadership, institutional development, student affairs, and student organizations to identify stories ideas to market and promote.
- Work closely with print media vendors and manage a comprehensive editorial calendar that ensures coordination and timely placement of news, stories and communications to all audiences.
- Strong organization and strategic instincts, team oriented and proactive management style that results in effective decision-making and attention to detail; ability to work in a fast pace environment;
- Draft written content for social media posts, press releases, statements, website posts, fundraising solicitations, speeches and other material, as needed;
• Demonstrate knowledge of the college and its history by writing six to eight pieces a week, self-developed through research. Includes content posts pushed out through social media and posted to the College’s website;
• Writing a minimum of 12 press releases per year;
• Demonstrate engagement and ideation skills in team meetings;
• Use AP style to develop, review and copy or edit press releases, statements, email marketing materials, blogs and pitch memos;
• Monitor daily news cycle for reports relevant to Tougaloo College and initiatives, including: print and broadcast journalism, public affairs programming, podcasts and publications, social media trends;
• Maintain lists of print, broadcast and new media contacts;
• Support the implementation and development of the organization’s social media strategy and digital marketing program;
• Develop new deliverables and proposing new content, frameworks and strategies;
• Finding, prioritizing and managing concurrent writing projects, and other tasks, as needed;
• Work with the College President to develop and execute ongoing grant proposals to potential funders of the College;
• Conceive, develop, research and write smart, in-depth proposals with an emphasis on the importance of the history and preservation of the College;
• Other duties as assigned by the College President, VP for OIA and other administrators.

Date of Position Opening: August 13, 2020

Application Deadline: Opened Until Filled

Salary: Commensurate with experience

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

Fax Documents 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.