



POSITION: COMMUNICATIONS MANAGER

DEPARTMENT: OFFICE OF UNIVERSITY MARKETING

Position Summary: Within the Office of University Marketing, the Communications Manager executes a variety of institutional-wide communication and public relations initiatives designed to enhance the university's ties to its internal and external constituencies. Reporting to the Director of University Marketing, this position produces and disseminates institutional-focused information via multiple media such as news releases, online services, audio/visual including video, multi-media content, promotional materials, and speech. Ideal candidates will be eager to work with a talented, driven, and dynamic team of like-minded individuals to support NGU's communication needs and drive results.

RESPONSIBILITIES

- Develops strategies and tactics to disseminate internal and external communication through various media designed to tell the university's story.
- Writes, edits, reviews, and assures appropriate distribution of communication/public relations materials that have a university-wide impact, including articles, speeches, blogs, online information services, and broadcast scripts; may oversee production and publication of communication/public relations materials and related communication.
- Plan, write for, edit and/or coordinate production of approved university publications as appropriate (e.g., 1892 magazine).
- Promote public outreach programs as deemed appropriate by the university and the office; help design and develop presentations for administration and senior staff.
- Gather, write, edit, coordinate and upload information for/to the website and emails; may assist with the design of consistent methodologies for the development of internet/intranet and new emerging technological communication resources.
- Assists administrative officers in disseminating communications relative to institutional issues and crisis management as needed.

KNOWLEDGE AND SKILLS REQUIRED

- Bachelor's degree or higher
- At least 2-5 years of experience directly related to the duties and responsibilities specified.
- Ability to communicate effectively, both orally and in writing
- Knowledge of journalism, public relations, and general communications principles and practices
- Knowledge of media production and publishing principles and processes
- Knowledge of electronic communications applications, including the internet content management systems, online/social media distribution channels, and email platforms
- Proficient in AP style



- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community
- Ability to create, compose, evaluate, and edit the content, structure, and format of a range of written material based on the target audience in various print and electronic media
- Ability to provide technical guidance and leadership to professional personnel in their area of expertise
- Ability to use independent judgment and to gather, manage and impart information to the media and various other internal and external audiences
- Skill in organizing resources and establishing priorities
- Ability to foster a cooperative work environment
- Ability to develop and maintain documents using various electronic media
- Ability to develop and deliver presentations
- Supports NGU's mission, core values, and commitment to a Christian lifestyle and character in keeping with biblical models
- Active in a biblically faithful, evangelical church, preferably one affiliated with the Southern Baptist Convention
- Awareness of and appreciation for the work of the Southern Baptist Convention and Baptist state conventions

PHYSICAL REQUIREMENTS

- Visual Abilities: Read reports, create presentations, and use a computer system
- Hearing: Hear well enough to communicate with co-workers, vendors, and students
- Dexterity, Grasping, Feeling, Write, type, and use the telephone, copier, and computer systems
- Mobility: Open files and operate office machines; move between departments and attend meetings across campus
- Talking: Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly
- Lifting, pulling, pushing: Exert up to 50 pounds of force occasionally and/or up-to 20 pounds of force frequently and/or up-to 10 pounds of force constantly to move objects
- Cognitive/Emotional: Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions – 75-100% of the time

WORKING RELATIONSHIPS

This position is a full-time position in the Office of Enrollment & Marketing Communications. The Communications Manager will report to the Director of University Marketing and collaborates with administrators and academic leadership. The nature of responsibilities makes it necessary to work in-person and on location with other team members.

WORK SCHEDULE



The Office of Communication is open Monday through Thursday, 8:30 a.m. – 5:00 p.m., and Friday 8:30 a.m. – 12 p.m. Summer hours may vary. Office hours are subject to change as deemed necessary. Occasional work on Saturdays and evenings may be required.

TRAVEL

Some travel is required for professional development opportunities, as needed.

This job description in no way states or implies that these are the only duties to be performed by the employee. S/he will be required to follow any other instructions and to perform any other duties as requested by his or her supervisor.

Please submit your resume in the North Greenville University application below.