



## POSITION ANNOUNCEMENT

1530 Harden Street • Columbia, SC 29204 • (803) 376-5700 • [www.allenuniversity.edu](http://www.allenuniversity.edu)

### DIRECTOR OF COMMUNICATIONS AND MARKETING

December 1, 2009 -- Position Open Until Filled

Reporting to the Vice President of Institutional Advancement, the Director of Communications and Marketing will direct and lead the University's communications and marketing initiatives. He/she will create and lead a comprehensive communications and integrated marketing program that defines and emphasizes the University's brand and enhances its visibility.

#### Duties, Responsibilities, and Key Challenges

- Envisions and implements a multi-faceted communications program to promote and enhance the positive image of Allen University and effectively engage all key audiences in order to support development and business outcomes and the achievement of the University's goals.
- Oversees the design, development and execution of a comprehensive internal and external communication strategy using multiple formats and media to redefine and increase awareness of the University's goals and achievements, differentiate the organization competitively, foster development of new and diverse financial resources, and cultivate and sustain critical relationships.
- Ensures alignment of media initiatives and communications with the mission and brand identity of the University.
- Establishes and manages standards of quality and consistency for all University communications, including print, website, and other new media; serves as designated point person in all aspects of branding and marketing communications to ensure message continuity, clarity and accuracy.
- Develops and maintains communications planning and strategies that include media and public relations, crisis communications, and especially implementation of new web-based media technologies.
- Evaluates, recommends and deploys cutting-edge technologies that support Allen University's marketing and communications goals.
- Provides visionary leadership for online communications and interactive media, and promotes the use of internet and intranet as the primary communications tool and channel.
- Maintains open and ongoing communication to exchange relevant information with senior management and leaders to effectively manage and modify communication programs
- Maintains awareness of economic, social and political trends that may affect the University; make recommendations to aid in the recalibration of strategies and plans accordingly.
- Ensures the development of advertising and promotional plans and manages the use of external resources as the pertain to the marketing and communication function (i.e. advertising agency, printers, etc.)
- Performs other duties as assigned.

**Qualifications** – A Bachelor's degree in journalism, marketing/public relations, English, or communications is required; a master's degree is preferred. Position requires a minimum 3-5 years professional experience in higher education, in increasingly responsible jobs that includes strategic marketing and planning, communications planning and management, marketing and media relations. Additional requirements include: excellent written, oral communication, and interpersonal skills; demonstrated experience using Microsoft Office suite, publishing and graphics software; demonstrated relationship-building skills; strong leadership skills and the ability to motivate and influence others. The individual must be able to think creatively and strategically, have excellent judgment, and be able to work in a changing environment. Integrity and high standards of professional conduct are needed, and flexibility in work hours is necessary, since attendance at periodic evening and weekend meetings and school events is required. Some travel required. This individual should foster a work environment based on inclusion of the University five core values: faith, accountability, integrity, respect, and excellence.

**Compensation** –Competitive, Commensurate with qualifications and experience

**Application Procedure** - A complete application package is required for any position for which you apply. The application should include the following items:

- **Cover Letter** – a letter of application addressing your interest and ability to enhance Allen University's advancement capacity in a highly diverse environment
- A **Curriculum Vitae or Resume** detailing education, experience, and professional activities
- A completed **Allen University Employment Application**
- A list of **three (3) professional references** including email addresses and telephone numbers

All materials should be sent to the following address: Allen University, Office of Human Resources, 1530 Harden Street, Columbia, SC 29204. Application materials may also be submitted electronically to [mwilliams@allenuniversity.edu](mailto:mwilliams@allenuniversity.edu).

Review of applications will begin immediately and continue until the position is filled. Employment with Allen University is contingent upon a background check and proper documentation of identity and employability. All new employees are required to provide official transcripts within thirty (30) days of employment.

*Allen University is an Equal Opportunity Employer. We recruit and hire employees for all positions without regard to race, color, religion, creed, gender, national origin, age, marital status, disability, or any other legally protected status.*