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# SHORTER COLLEGE JOB DESCRIPTION

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**Company:** Shorter College

**Job Title:** Director of Communications

**Department:** Office of the President

**Status:** Exempt

**Start Date:** Upon completion of Drug Test and Background Checks

**Location:** North Little Rock, AR

**Salary Expectations:** Commensurate with experience and education

**Work Schedule:** Full-time

## **SUMMARY, ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The Communications Director will support our internal and external communications strategy, write and produce publications and publicity material, respond to inquiries from the public and media, and coordinate promotional events. The Communications Director should be able to think creatively and have excellent communication and interpersonal skills.

- Collaborate with leadership to develop and implement an effective communications strategy based on our target audience.
- Write, edit, produce and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the institution's mission and vision.
- Develop, support and promote the college through, social media content creation and media outreach
- Respond to media inquiries, arrange interviews, and act as a spokesperson for the organization.
- Establish and maintain effective relationships with journalists and maintain a media database.
- Seek opportunities to enhance the reputation of the college, and
- Coordinate, plan and promote events.
- Proficiency in design and publishing software.
- Create a visually appealing website that depicts the college in the most positive way, that will attract students, potential faculty and staff, and community partners by:
  - Stay abreast of best practices and new technology for website development and management
  - Involve and engage IT to request technical support for site management
  - Identify and engage content owners to ensure that relevant, accurate and updated information is maintained at all time, and changes are made as soon as possible
  - Conduct regular and routine scrubs and reviews of the full site to ensure that all information is up-to-date, i.e., major announcements, program changes, staffing changes

**EDUCATION and/or EXPERIENCE:** Bachelor's Degree in Communications, Journalism, or related field.

At least

3 to 5 years of communications and desktop publishing experience. Ability to create original content and edit documents for publication. Experience in journalism, marketing material production and/or media is required.

**LANGUAGE SKILLS:** Excellent verbal, written, and interpersonal skills.

**REASONING ABILITY:** Knowledge of desktop publishing and graphic design software. Good time management and organizational skills. Proficient in Microsoft Office, content management systems, website design and maintenance, and social medial platforms.

**WORK ENVIRONMENT:**

Work is performed in an office environment on a college campus. Local travel is required.

**HOW TO APPLY:**

Applicants may submit a resume and cover letter to [humanresources@shortercollege.edu](mailto:humanresources@shortercollege.edu) or Mail to: 604 Locust Street, North Little Rock AR, 72114.