



Education for Individual and Social Responsibility

Position Announcement

DIRECTOR OF COMMUNICATIONS

About Olivet College: Olivet is a private, four-year college located in south central Michigan. Home to nearly 1,150 students, the college is committed to providing a quality liberal arts experience combined with strong professional academic programs. We recognize that learning is more than delivering information and facts. At Olivet, students learn how to apply the knowledge they acquire to their career of choice. Our faculty, who also view themselves as mentors, are committed to personalized attention. Oftentimes this relationships-based learning environment builds lifelong connections, which provide a distinct advantage to our graduates.

Olivet College believes there's value in a diverse campus environment. Creating, encouraging and pursuing opportunities to build inclusiveness within our community is key to our future success. Our students and employees encompass a strong mix of urban, rural and socioeconomic backgrounds. Also imperative to our learning environment is the commitment to our vision, *Education for Individual and Social Responsibility*. As part of this vision, students, faculty and staff adhere to the Olivet College Compact, a series of principles that define what it means to live and learn at Olivet College.

In 2012, Olivet College launched its current strategic plan, *Charting the Course for 2020 and Beyond*, which includes substantial growth and development in enrollment, the addition of new academic and co-curricular programs, new construction and major renovation projects, expanded program support and increasing fiscal health.

Description: Olivet College is seeking a motivated and innovative Director of Communications who will manage the development and execution of key college communication initiatives. Reporting to the Vice President for Admissions and Marketing, this position currently supervises 2 employees.

Responsibilities:

- A commitment to Olivet College's brand and strong advocacy of its mission and values.
- As the college's senior writer and editor, the director of communications will oversee the production of Shipherd's Record alumni magazine, newsletters, announcements, schedules, handbooks and other promotional materials produced for an external audience.
- Maintain the integrity of all college publications, including adhering to the college's Styleguide.
- Develop, direct and maintain comprehensive media relations, public relations and internal communication strategies in combination with college's overall marketing plan.
- Manage the promotion of college events and activities.
- Establish and maintain relationships with media.
- Identify and leverage opportunities to promote the visibility and reputation of the college.

Olivet College is an equal opportunity employer and takes affirmative steps to employ women and minorities. Feel free to forward this announcement to qualified individuals.



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- Establish and maintain lines of communication with the college community.
- Collaborate with Advancement staff concerning their communication needs.
- Oversee development of creative and timely content for the college's social media presence.
- Maintain awareness of advancements in communication and public relations initiatives that could enhance the work of the Admissions and Marketing Department.

Required professional skills:

- Bachelor's in communication, public relations, advertising, marketing or related field.
- Five or more years of experience working in content strategy or related field.
- Excellent written and verbal communication skills
- Organizational and managerial expertise
- Ability to set priorities
- Experience creating multi-media content
- The ability to stay organized while managing multiple projects in a deadline-oriented environment.
- Knowledge of AP Style
- Flexibility to adapt and respond appropriately to the demands of a fluid environment is essential in this role. This may include working outside of standard hours when necessary.

Benefits

- This is a full-time, salaried position; salary commensurate with experience
- Comprehensive health and benefits package
- Four weeks paid time off plus numerous paid holidays in conjunction with the college's academic calendar

To Apply:

Please submit a letter of application, resume, and names and contact information for three references to: tjohnston@olivetcollege.edu

Electronic submissions should be in PDF format.

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