

POSITION TITLE:

Director of Marketing Public Relations

DEPARTMENT:

Marketing Public Relations

REPORTS TO:

President

FLSA STATUS:

Exempt

LOCATION:

Erie Campus, Old Main

SHIFT:

First

POSITION CLASSIFICATION:

Administration

POSITION STATUS:

Full-time

OVERVIEW

The director of marketing public relations is responsible for vision, strategic development and leadership surrounding the internal and external marketing, public relations and communication functions of Mercyhurst College and all its related entities. The position serves as the brand and positioning manager for the college at large and oversees all operations relating to establishing, maintaining and evaluating that image in the minds of the college's wide variety of publics. The director oversees an in-house integrated marketing communication team that provides services to all of the college's campuses and departments, especially products relating to branding, admissions, alumni relations and fundraising. These functions include development of marketing materials, oversight of the college's websites and social media tools, and management and strategic guidance for internal communication. The position requirements include strong writing skills for a variety of audiences and media including advertising, marketing and public relations; prior work with or strong knowledge of media relations in local, regional and national markets; ability to consult senior leadership on marketing and media issues; and demonstrated leadership skills preferably of a creative team or agency. A bachelor's degree in marketing or a related field and five to seven years experience are required. A master's degree is preferred.

ESSENTIAL DUTIES & RESPONSIBILITIES

Include the following (other duties may be assigned):

- Responsible for overseeing and executing an integrated marketing communication strategy that is consistent with the college's mission, vision and strategic plan.
- Provide leadership and strategic direction for marketing and communication as it relates to admissions, advancement and the performing arts for all campuses.
- Oversee advertising design and placement for online and print mediums.
- Advise in development of strategies for associate, undergraduate and graduate admissions and oversee Marketing Public Relations staff in executing these strategies.
- Provide budget direction, monitoring and analysis of resources as it relates to marketing/branding to ensure maximum efficiency and effectiveness.
- Oversee design and implement plans to reach target audiences through the local, regional and national media to build support for the organizations' priorities.
- Assist with copy writing and editing speeches for senior leadership, admissions materials, the college's internal newsletter, the alumni magazine, the college's websites and social media tools, media relations vehicles, and other media as needed.
- Oversee the development and implementation of the college's web and social media strategy.
- Establish a vision for and oversee implementation and evaluation of internal communication initiatives.
- Monitor issues, trends and best practices in order to develop or modify strategies.

- Provide strategic guidance and media training to leadership on critical and confidential messaging and media-related issues.
- Provide leadership and editorial and creative guidance to Marketing Public Relations staff .
- Serve as the college spokesperson as needed.
- Act as the primary marketing contact and a key member of the college's Emergency Response Plan team.
- Manage internal client relationships in order to provide creative and marketing consultation.
- Establish and maintain positive working relationships with a variety of internal constituencies.
- Provide leadership and representation to various college strategic committees and taskforces with respect to specific communications and/or public relations programs, projects and issues.

QUALIFICATIONS

Minimum Qualifications - Bachelor's degree from an accredited college or university. Five years experience in marketing, preferably higher education. Strong interpersonal skills. Excellent written, oral and interpersonal skills. Demonstrated knowledge of Associated Press style, marketing and advertising writing and copyediting skills. Effective decision making skills. Ability to work in an unstructured setting and to manage multiple tasks simultaneously. Self-motivated and have the ability to motivate others. Have discretion in handling sensitive information. Strong Microsoft Office skills.

Mathematical & Reasoning Skills - Basic computational skills. Ability to interpret and verify a variety of instructions furnished in written, oral, diagram or schedule form.

Computer Skills – Knowledge of Microsoft Word and Outlook is a necessity. Experience with all Microsoft Office products, content management software Adobe Creative Suite and Constant Contact a plus.

Physical Demands - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds.

Scheduling - While the position is primarily first shift, occasional evening and weekend hours and regional travel are required.

Work Environment - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

ABOUT MERCYHURST

Mercyhurst College is a private, Catholic institution founded by the Sisters of Mercy. The institution's main campus is situated on 70-acres in Erie, Pa., overlooking the great lake. Enrollment at the Erie campus is approximately 3,100 and offers more than 50 undergraduate programs and five graduate degrees. For a complete profile, visit www.mercyhurst.edu.

APPLICATION PROCESS

Review of applications will begin immediately and continue until position is filled. Send cover letter, resume, and names and contact information for three work-related references to:

Human Resources - Mercyhurst College - 501 East 38th Street - Erie, PA 16546 - (814) 824-2020 (fax) - hrinfo@mercyhurst.edu (email)

Mercyhurst College is an Equal Employment Opportunity Employer that encourages members of diverse groups to apply.