

## **Communications Director**

Point University is a private liberal arts institution that educates our students within a Christian worldview so they are equipped to take their faith into the marketplace and all of life while achieving their professional goals. We are training the next generation of Christian leaders to take the cross to more job sites, churches, industries, and nations than ever before.

The Communications Director serves as the University's chief communications officer and is responsible for overseeing all marketing, brand management and communication services at Point University.

### **Primary Duties**

- Develops and recommends an annual integrated marketing communications plan and budget for the University. The plan will include content strategies, project schedules and budgets for all marketing, branding and communications (internal and external) disseminated by the University.
- Provides oversight and direction to communications staff in carrying out the University's integrated marketing communications plan.
- Manages and promotes the University's external communications including writing, editing, and distributing marketing materials, presenting information to the media, creating public awareness of the University, sponsoring events that represent the University's mission, and managing crisis communications and issues management.
- Manages and oversees the development of all institutional publications and communication tools.
- Manages an advertising budget and serves as a liaison with the University's public relations and advertising firm(s).
- Assists the Vice President for Advancement in the general administration of the department, including the preparation and monitoring of an annual department budget, oversight of department purchasing procedures, development of departmental policy, and coordination of the department's planning process.

### **Requirements**

- Bachelor's degree in communications, public relations, journalism, marketing or related field.
- Five to seven years of experience in institutional advancement, fundraising, or marketing and communications.
- Reliable, detail-oriented and able to work independently, and should possess excellent customer service skills.
- Outstanding communicator, have excellent written, presentation, oral communications and interpersonal skills.
- Must possess strong leadership skills, be able to motivate and influence others, think creatively and strategically, have excellent judgment, and be able to work in a changing environment.