

Position Opening for Director of College Communications

Department: Executive Office

Reports to: President

Summary: Reporting to the President of Memphis College of Art (MCA), the Director of College Communications will set and guide the strategy for all communications to consistently articulate the College's mission, vision, and brand via the college's website, public relations messages, and collateral. The Director of Communications will work closely with a senior peer group within the College as the communications partner on a variety of strategic initiatives ranging from recruitment to public relations to image building both regionally and nationally.

Responsibilities

- Develop, implement, and evaluate periodic as well as annual communications plans across the College's discreet audiences in collaboration with the other offices within MCA;
- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate;
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities;
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, catalogs, newsletters, brochures, websites, social media;
- Coordinate MCA's relationship with local and national media;
- Mentor and lead team member responsible for MCA's website administration and coordination;
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly;
- Track and measure the level of engagement within the network over time
- Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, catalogs, brochures, annual report, e-newsletters, and MCA's website; and
- Manage all media contacts.

Qualifications

- Memphis College of Art is seeking an experienced Director of Communications who has at least 1 year of successful communications experience, ideally in an "in-house" leadership role within a collegiate or non-profit setting of comparable size, and covering areas such as website content, newsletters, and donor communications. Experience and knowledge of branding and public relations is desirable. A bachelor's degree, preferably in communications, is required. A model candidate possesses:
- The critical ability to take knowledge and transform it into exciting and useful messages, and disseminate it those messages to the right audiences through the best distribution channels;

- A highly collaborative style and experience developing and implementing communications strategies;
- Excellent writing/editing and verbal communication skills;
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently;
- Is a relationship builder with the flexibility and finesse to “manage by influence;”
- The characteristics of high energy, maturity, and leadership with the ability to serve as a unifying force and to position MCA’s image;
- The ability to manage communications discussions at both the strategic and tactical levels;
- A sincere commitment to work collaboratively with all constituent groups, including: staff, board members, volunteers, donors, program participants, and other supporters;
- The ability to work independently with an entrepreneurial spirit. This self-starter enjoys creating and implementing new initiatives.

To Apply:

Submit a Cover Letter, Resume and Salary Requirement to the:

Communications Director Search
Attn: Vice President for Finance
Memphis College of Art
1930 Poplar Avenue
Memphis, TN 38104

or electronically to hr@mca.edu No phone calls please.

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