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Director of College Communication

Institution:
Antioch College
Posted:
January 27, 2010

Location:
Ohio

Position Description:
Not Provided

Website:
<http://www.antiochcollege.org>

Category:
Community relations/
institutional outreach

Employment Level:
Full Time

Salary:
Not Provided

Yellow Highlight = direct quote
Red Box = changed words
Red Line = deleted words
Green Line = leads to deleted or changed words

This document compares the job description of "Director - Communications - Alumni" posted by the University of Louisville on December 21, 2009 with the "Director of College Communications" posted by Antioch College on January 27, 2010.

Director of College Communication

Antioch College in Yellow Springs, Ohio, is looking for a Director of College Communication. The person in this position will lead the development of and the strategic oversight of a comprehensive institutional communication, marketing and public relations plan. The successful candidate will increase and strengthen communication between the College and external constituencies, including its 17,000 alumni. **It is expected that this individual will have a strong background in both electronic and print communication and marketing coupled with a keen interest in and appreciation for the values and mission of Antioch College as a liberal arts college with a cooperative education program.** The Director of College Communication will lead and support the communication needs of Antioch College including the Glen Helen Ecology Institute and the Antioch Review. **This position will report directly to the President and as such, will function as a member of the senior staff.**

Candidate assistant vice president for alumni relations his/her senior staff team proven

The position requires **ambition, creativity, collaborative skill and sound judgment.** **The successful candidate will have demonstrated skills in organizational planning, interpersonal, written, and verbal communications; strong experience in web and electronic communications including design and content management, graphic design, Microsoft office products, and familiarity with social networking as a conduit for constituent engagement.** Proven oral presentation skills must be demonstrated for dealing with both television and radio personnel.

University

Responsibilities: Develop and implement a coordinated program of communications and marketing to build awareness, interest, and involvement with the College and its alumni relations program. Plan and implement a strategic program of communications that regularly reaches alumni through an integrated inventory of

deleted "currency on best practices in alumni programs overall and in the use of technology specifically for"

University's

publications, news releases, electronic and print media, speeches, special events, and other vehicles; Lead and facilitate the design, maintenance and production of all alumni-specific print materials, assuring appropriate messaging, style, quality, content, and presentation; Hold primary responsibility for daily operation for the College's website assuring the currency, maintenance and accuracy of web content; Manage Broadcast email system; Develop and implement strategies to advance alumni program objectives through social networking sites such as Facebook, Twitter, LinkedIn, etc; Sustain alumni engagement by exploring new communications mediums including, but not limited to blogging, podcasting, mobile applications, etc.; Support ongoing market research efforts directed towards the College's alumni through the development and use of surveys, forums and focus groups involving alumni, as well as key internal and external stakeholders; Create and sustain a working partnership with colleagues in annual giving to allow for the appropriate level of coordination and collaboration in efforts to increase alumni giving participation, within and outside the University's College; Help educate internal partners and stakeholders on the mission, vision, and plans for the College; Support the development of communications on progress of the College to key alumni volunteer leaders and leadership groups such as the Alumni Board, Science Advisory Board, and Glen Helen Association; Conceive and implement efforts to raise the profile and visibility of the College's alumni; Perform other duties as assigned by the President.

University's

University

University

assistant vice president for alumni relations University graduates

deleted "and with communications colleagues both"

Requirements "3" added

Master's

Bachelor's degree and 3-5 years in communications, marketing, or external relations preferably within the context of a higher education institution or other complex non-profit organization is highly desirable.

Interested candidates are invited to submit a cover letter, CV/resume, and the names and contact information for three references to: Joyce Morrissey, Assistant to the President, Antioch College, One Morgan Place, Yellow Springs, OH 45387 or in PDF format to jmorrissey@antiochcollege.org.

Review of candidate materials will begin on January 11, 2010 and continue until the position is filled.

EOE

<http://www.antiochcollege.org>

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