

Director of Marketing, Communications and Public Relations – Divinity School

Job Description Summary

The divinity school's director of marketing, communications and public relations is responsible for developing and implementing strategic plans that successfully promote Wake Forest's identity as a national divinity school with a dynamic, yet collegial, environment and progressive vision. The successful candidate works collaboratively with divinity school administration, program directors, University advancement, and University offices to promote the divinity school by developing consistent messaging and/or campaigns that appeal to various internal and external divinity school constituencies, including current/prospective students, professors and staff, alumni, board of visitors, employers, and media,. The job encompasses oversight of every aspect of communications, marketing, and public relations, including but not limited to development of print and electronic marketing pieces/campaigns, communications from the dean, content creation for the primary pages of the divinity school's website, media relations and public relations management.

Job Description

Essential Functions:

- Leads the divinity school's marketing, communications and public relations to develop and execute strategies that advance the divinity school's short- and long-term marketing, communications and public relations goals, especially with regard to developing its reputation on the national and global stage; designing initiatives that resonate with relevant internal and external audiences, establish the divinity school as a leader in theological education, and highlight the strengths of the faculty, staff, students and alumni community.
- Big picture, strategic thinker with proven skills to design and implement traditional and digital marketing strategies and communications cascades.
- Works in close collaboration with the admissions office and program directors on marketing/recruitment plans and communications initiatives to attract talented students for all divinity school programs. This includes, but is not limited to, assistance with marketing e-mails, print pieces, program booklets, postcards, handouts, web presence and digital/social media campaigns.
- Works in close collaboration with the Assistant Dean of Development for the School of Divinity on donor and Board of Visitor communications and campaigns.
- Utilizes cutting-edge skills in digital/social media marketing and communications techniques to engage new and current audiences.
- Continually evaluates the effectiveness of existing and proposed communications strategies and vehicles; establishes defined goals, objectives and metrics for all marketing and communications activities and monitors progress.
- Collaborates and manages divinity school website design, content and web optimization. Responsible for the final content and maintenance of content on main website pages.
- Serves at the divinity school's primary point of contact with local, regional and national media outlets. Collaborates with the University's Office of Communications and External Relations to promote divinity school community achievements, events and programs.
- Advises and supports the divinity school dean in interactions with the media and general public, serving as a co-strategist and content manager on messaging; this includes, but is not limited, to composing official letters and email messages and creating presentations.
- Plays a leadership role in risk and crisis management, including establishing crisis communications in coordination with the University's Office of Communications and External Relations.
- Accountable for partnering with the Director of Finance and Administration for the School of Divinity to create marketing and communication financial plans and managing spend to remain within that plan.

Required Education, Knowledge, Skills, Abilities:

- Bachelor's degree and six to eight years of related experience in marketing, communications and public relations/media relations.
- Preferred proficiency and technical knowledge of Microsoft Office, the Google Suite, the Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Google Advertising Platforms (Google Analytics, Data Studio, and Ads), and other relevant programs/software
- Experience with search engine optimization.
- Ability to handle sensitive information in a confidential manner.
- Ability to present and display professional demeanor at all times.
- Excellent interpersonal, verbal/written communication and time management skills.
- Ability to organize workflow, maximize talents of a team and coordinate activities.
- Superior writing, editing, presentation and organizational skills.
- Strong collaboration, persuasion and consensus-building skills.
- Ability to handle multiple tasks and changing priorities in a deadline-sensitive environment.
- Experience supervising a marketing, communications and public relations team to reach department goals and achieve positive results.
- Experience in collaboration with other departments to strategize, create and execute marketing campaigns or recruitment plans.
- Experience in supervision of student workers.
- Experience in planning, contributing, and editing an annual alumni magazine or magazine project.

Preferred Education, Knowledge, Skills, Abilities:

- Preferred master's degree in communications, public relations or related degree. Previous experience in higher education marketing/communications/public relations will be highly valued.

Accountabilities:

- Responsible for own work.
- Manages staff and/or student workers.
- Budgetary responsibilities.