



Philander Smith College

Director of Public Relations and Marketing

SUMMARY of POSITION:

This position will report to the Vice President of Institutional Advancement and be responsible for the following:

- Promote the college's brand (including mission and overall image) through media and public relations activities and marketing avenues
- Suggest, write, edit and develop content for the alumni/College magazine
- Suggest, write, edit and generate content for the college's web site, e-newsletters and other communications vehicles
- Provide content for campus social media outlets
- Represent the College in the community at events, functions, etc

REQUIRED QUALIFICATIONS:

At least 5 years experience in journalism, public relations, marketing, social media management, special events and web content management; a Bachelor's degree in English, Communications, Journalism or Broadcasting or related fields.

RESPONSIBILITIES:

- Excellent written and verbal communications skills
- General computer skills with a modest understanding of coding, website editing and writing, programming and photo selections
- A keen knowledge and understanding of the Associated Press Style Book and journalistic style writing
- An understanding of data analysis and how it can be used to buttress the campus' image and mission
- An open heart for listening, deciphering and determining what type of stories to write, edit and include on the campus' web site, its publications and advertising mediums
- A strong rapport with local, national and web-based media personalities
- An appeal for social programs and activities that impact the lives of students
- An embrace of the social justice focus of Philander Smith College and passion for the unique concerns and attributes inherent in historically black colleges and universities
- Provide other duties as assigned



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KNOWLEDGE, SKILLS AND ABILITIES:

- Advanced education
- Varied examples of writing: for print, web sites, media releases, PSAs and scripts for television, radio, film or video
- Scripts for special events
- Knowledge of and practical experience utilizing social media platforms
- Existing media contacts and the ability to establish new ones
- Experience with publications (i.e. magazines, brochures, newsletters)
- Experience evaluating and making media ad-buys
- Other duties assigned by the Vice President of Institutional Advancement

HOW to APPLY:

Review of applications will begin immediately, and the position will remain open until filled. Interested applicants should submit a letter of application, resume, and a list of three references to: humanresources@philander.edu. Email subject line should include the full name of the position for which you are applying, and documents should be in Word format. You may also mail your information to:

Philander Smith College
Attn: Office of Human Resources
900 Daisy Bates Drive
Little Rock, AR 72202

Philander Smith College is an equal opportunity employer and does not discriminate against applicants or employees based on age, race, sex, national origin, ethnicity, veteran status or religion. Philander Smith College is a smoke-free and drug-free work environment. Philander Smith College participates in E-Verify.