



Executive Director for Marketing and Communications

Position Summary:

Reporting to the college president, this executive will provide leadership for all college marketing and communications functions, with an emphasis on efforts to increase enrollment and provide a steady and compelling communications flow. The ED will provide counsel to the president, and guide staff and colleagues toward achievement of annually established goals toward the successful accomplishment of Montreat College's vision.

Qualifications:

A qualified candidate will have a personal commitment to Jesus Christ and affirm and support the vision, mission, statement of faith, and community life covenant of Montreat College. The candidate will possess progressively increasing responsibility and success in marketing and communications. The candidate will also possess a clear ability to articulate the essentials of a Christian liberal arts college. This person must possess the necessary leadership and external relations skills to ensure success of a results-oriented and energetic MarCom effort.

Other qualifications include:

Excellent people skills.

Excellent written and verbal communications abilities, including demonstrated ability to make effective oral and written presentations, and edit written and visual communication.

Critical thinking skills and ability to communicate in an articulate and persuasive manner.

Excellent organizational skills; ability to prioritize and handle multiple projects in order to meet deadlines.

Strong organizational, management, and supervisory skills are essential.

Calm demeanor under pressure and deadlines.

Close attention to detail.

6-10 years of progressive, proven experience in MarCom leadership.

Proven track record in delivering results against objectives.

Capacity to grasp and communicate vision to a broad spectrum of constituencies.

Responsibilities:

Ensure the brand promise of Montreat College is articulated clearly, consistently, and effectively across all college communication.

Provide leadership to the MarCom team.

Manage overarching marketing and communication plans for recruitment and fundraising, working closely with SAS and AGS admissions teams and the Advancement team.

Work with academics and admissions to develop marketing plans for individual academic programs.

Work with president on regular presidential communication.

Oversee the management of print and digital projects for various departments across campus.

Oversee video projects and photography creative direction.

Direct institution-wide PR initiatives.

Manage environmental brand projects, such as signage and interior design.

Develop internal communication plans as necessary.

Develop communication and marketing plans for major campus events, such as RETR3AT, the college's annual cybersecurity conference.

Develop and execute crisis communication plans in cooperation with the college's crisis management team.

Manage MarCom budget.

Provide leadership for community relations as an ambassador of the college to the local areas that surround the College: Montreat; Black Mountain, and; Asheville, NC.

Represent the college at events on and off campus.

Other duties as assigned.

Reports to: Montreat College president

Education: Bachelor's degree required. Master's preferred.

Application Requirements:

1. Completed application.

<https://www.montreat.edu/wp-content/uploads/2017/08/application.docx>

2. Cover letter reflecting the candidate's ability to perform the job as detailed in the job description.
3. An updated resume.
4. Personal statement of Christian faith.
5. Three professional references.

- By mail, send to:

Paul J. Maurer
President
Montreat College
Box 1267
Montreat, NC 28757

- By email, send to:

Hope Deifell at hdeifell@montreat.edu

About Montreat College:

Montreat College is a Christian liberal arts college accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to offer masters, bachelors, and associates degrees. The main campus is located in the Blue Ridge Mountains fifteen miles east of Asheville, North Carolina, a region recognized as one of the most attractive living environments in the United States. Satellite campuses in Asheville, Charlotte, and other sites supplement the main campus. The College is committed to Christ centered teaching and learning, and is a member of the Council for Christian Colleges & Universities.