Position: Assistant Director of Communications

Location: Montreat, NC

Summary:

This 12-month, full-time, exempt position serves as a member of the Communications Office and reports to the Executive Director of Advancement. This position supports the internal and external communication efforts of the college.

Responsibilities:

• Responsible for the day-to-day management of the college website, both public and internal, maintaining and updating existing web pages.
• Convey Montreat brand through college website, ensuring consistency across all college communications.
• Apply principles of graphic design and user interface design for the conceptualizing, designing and building of the college website.
• Develop and organize content through collaboration with various college departments.
• Work closely with IT department and independent contractors for web development.
• Manage college’s official social media accounts, creating, executing and assessing social media strategy aligned with overall communication goals.
• Monitor all social media accounts associated with Montreat College and enforce social media policy as needed.
• Measure website traffic, social media stats and other essential web analytics.
• Manage video projects with a priority focus on recruitment and advancement.
• Write press releases, assign press releases to interns, and finds story leads to pitch to media.
• Develop and maintain relationships with media contacts.
• Promote events through press releases, posters, emails, etc.
• Update “hero images” on homepage and website calendars.
• Manages college photography, updating photo archive, scheduling shoots with professional photographer, and covering day-to-day campus events/photo needs.
• Manage content for digital signs on campus.
• Keep informed about trends and best practices in social media, web design, multimedia tools, new technologies and web marketing.
• Manage three to four student workers.
• All other duties as assigned.

Personal Attributes and Skills:

• Christian faith and a commitment to the mission of the college.
• Capacity to think critically and to communicate in an articulate and persuasive manner.
• Excellent organizational skills; ability to prioritize and handle multiple projects in order to meet deadlines.
• Aptitude for organizing, evaluating and editing information.
• Excellent written and oral communication skills.
• Ability to work independently as well as delegate.
• Calm demeanor under pressure and deadlines.
• Close attention to detail.
• Team player with demonstrated interpersonal skills.
• Experience with WordPress, Photoshop, InDesign and Final Cut a plus.

Education and Experience:

• Bachelor's degree in design, web design, communications, or a related field preferred.
• Two years experience in website design and implementation, and website graphics design.
• General expertise in content management systems and best practices.
• Experience in project management, photography, videography, and web marketing a plus.

How to Apply:
Email resume, cover letter, list of references, and statement of faith to Annie Carlson, executive director of advancement, at acarlson@montreat.edu.