



Position: Assistant Director of Marketing & Communications

Location: Montreat, NC

Montreat College is seeking a highly skilled communicator to join a team of dedicated marketing and communications professionals. Applicants must have a talent for writing and editing, possess versatile experience on all areas of the marketing and communications spectrum, have a passion for serving future and current students in their educational journey, and embrace principles that align with the college's vision to be a leader in Christ-centered higher education regionally, nationally, and globally.

Be prepared to hit the ground running, think strategically and creatively, show off your writing skills, and take on multiple projects.

Summary:

This 12-month, full-time, exempt position reports to the Executive Director of Marketing & Communication.

- Assists in managing the Marketing & Communications Office and supervises student assistants.
- Leads the internal and external communication efforts of the college, including copywriting for all mediums, media relations, marketing and public relations.

Successful candidate will affirm and support the Mission, Vision, and Statement of Faith of Montreat College as found here: <https://www.montreat.edu/about/mission/>

Duties and Responsibilities:

- Ensure consistency of clear, vision-focused messaging across all college communication.
- Write content and manage creative process for a variety of publications, such as admissions materials, advancement and alumni relations pieces, the website, conference programs, and the college magazine, *Reflection*.
- Assist executive director in development of communication plans, such as presidential, board, and crisis communication initiatives.
- Create and execute PR strategy.
- Continually build and develop media relationships.
- Write press releases and website content.
- Serve as editor of *Reflection* magazine.
- Promote events, such as concerts, special lectures, ribbon cuttings, etc.

- Manage college's official social media accounts, creating, executing and assessing social media strategy aligned with overall communication goals.
- Keep informed about trends and best practices in social media, multimedia tools, new technologies and web marketing.
- Collect submissions and distribute bi-weekly newsletters for faculty and staff and students.
- Proofread and edit content produced by other team members and stakeholders to ensure adherence to brand standards and AP and internal style guides.
- Support some central team operational needs, including budget/resource tracking and invoice management.
- Set up and send emails through Constant Contact.
- Manage 4+ 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 and manage multiple tasks simultaneously.
- Calm demeanor under pressure and deadlines.
- Close attention to detail.
- Team player with demonstrated interpersonal skills.

Education and Experience:

Minimum Qualifications:

- Bachelor's degree (English, communications, marketing, or a related field preferred).
- Two years of prior experience that should include the following:
 - Writing and editing content with a marketing voice for a variety of audiences
 - Managing content and brand assets and ensuring adherence to policies and standards
 - Coordinating and collaborating with graphic designers, writers, photographers, printers, etc., to develop and produce content, assets, artwork, and deliverables
- The successful candidate must possess the following:
 - Strong project management, resource management, and organizational skills with ability to set timelines, map milestones, meet deadlines, and juggle multiple projects with competing priorities
 - Working knowledge of Microsoft Office (Word, PowerPoint, Excel, etc.), Wordpress CMS, Prezi, Adobe Creative Suite and project management software (Asana, Basecamp, etc.)
 - Understand web technologies and applications, including social networking, social media tools, and current communication trends
 - Outstanding grammar, writing, editing, and proofreading skills with ability to identify the needs for shifts in voice, message, etc., to fit a particular audience, medium, and

- purpose; proven record of success and ability to recognize, adopt, and adhere to brand standards, voice, and tone
- Ability to evaluate photographs, video, and writing against set standards so photographs, video, and copy meet needs of the project
 - Strong capacity for working both independently and collaboratively in a fast-paced and rapidly changing environment

Preferred Qualifications:

- This position requires someone who is creative, extremely detail-oriented, easy to work with, flexible, self-motivated, and has a personal commitment to excellence and efficiency in his/her work.
- The person should possess excellent interpersonal skills and be able to learn facts and details quickly and apply the information to other projects.
- The person should exhibit enthusiasm for both marketing and Christian higher education and a willingness and proven ability to work under the urgency of deadlines and during irregular hours.
- He/she should enjoy challenges and working with a variety of people in a fast-paced, rapidly changing environment.
- Proven record of creating effective marketing and communications content.
- Should have experience in handling multiple projects at the same time and successfully completing them on time.
- Experience in project management, photography, videography, and web marketing a plus.

Application Requirements:

1. Completed [application](#)
2. Cover letter
3. Resume
4. Portfolio of recent copywriting work
5. Statement of Christian faith
6. 3 professional references

Send to:

Montreat College
c/o Sara Baughman
P.O. Box 1267
Montreat, NC 28757

Or by email: sara.baughman@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 associate 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.