



**Position:** Assistant Director for Marketing and Communications

**Location:** Montreat, NC

Montreat College is seeking a highly-skilled project manager and communicator to join a team of dedicated marketing and communications professionals. Applicants must have a talent for project management, possess versatile experience in 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, push peers to deliver excellent creative work, and manage multiple projects.

**Summary:**

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

- Serves as project manager for all work coming into the office. Clarifies requests and ensures drafts are completed with excellence and deadlines are hit.
- Provides Marketing & Communications support and strategy for Montreat College.
- Supports graphic design and/ or copywriting needs of the organization depending on individual skill sets.

**Duties and Responsibilities:**

- Ensure consistency of clear, vision-focused messaging across all college communication.
- Manage the 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 the Vice President in the development of communication plans, such as presidential, board, and crisis communication initiatives.
- Promote events, such as concerts, special lectures, ribbon cuttings, etc.
- Manage the 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 weekly newsletters for faculty and staff and students.
- Review content produced by other team members and stakeholders to ensure adherence to brand standards and internal style guides.

- Support some central team operational needs, including budget/resource tracking and invoice management.
- Set up and send emails through Delivra, an email marketing automation tool
- Manage 4+ student workers.
- All other duties as assigned.

#### **Personal Attributes and Skills:**

- Christian faith and a commitment to the mission of the college found here <https://www.montreat.edu/about/mission/>
- 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.
- Demonstrated proficiency in graphic design and/or copywriting is desirable

#### **Education and Experience:**

##### ***Minimum Qualifications:***

- Bachelor's degree (English, communications, marketing, graphic design, business, or a related field preferred).
- Five or more years of prior experience that should include the following:
  - Performing project management oversight -- preferably for creative teams.
  - 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
  - Ability to evaluate photographs, video, and writing against set standards so photographs, video, and copy meet the needs of the project
  - Strong capacity for working both independently and collaboratively in a fast-paced and rapidly changing environment

- Experience working with outside marketing vendors and consultants, including printers, designers, and ad agencies.

***Preferred Qualifications:***

- This position requires a strategic leader 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 digital marketing a plus.

**Application Requirements:**

Completed application <https://www.montreat.edu/about/job-openings/application/>

Cover letter

Resume

Portfolio of recent work demonstrating design and/or copywriting skills

Statement of Christian faith

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](mailto: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 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. The College is committed to Christ-centered teaching and learning, and is a member of the Council for Christian Colleges & Universities.