



# ST. FRANCIS COLLEGE

THE SMALL COLLEGE OF BIG DREAMS

## Director of Integrated Communications

St. Francis College (“SFC”) is seeking an experienced communications leader who believes communication is more than a process of providing information, but rather a critically important strategic function. This seasoned professional understands that brand is a perception constantly being shaped through every interaction. Accordingly, s/he will be a persuasive advocate for higher education and for the ideas, messages, images, and approaches that best promote and enhance SFC’s reputation, develop media relations, and expand SFC’s market of prospective undergraduate and graduate students from the US and abroad.

Reporting to the College’s Executive Director of Marketing and Communications (“EDMC”), the Director of Integrated Communications will be an integral part of the College’s ambitious strategic agenda to increase enrollment by 30% over the next 5 years. S/he will be a creative, innovative and collaborative leader with an effective track record for initiating and enacting change.

The ideal candidate believes that a college education belongs not to a privileged few, but for anyone with the purpose, ability, and drive to pursue one. This is a job for the person who believes that higher education is a not just a bunch of boxes to check, but a transformative experience that changes lives. This is the job for the person who believes that this hidden gem, a Franciscan college in Brooklyn Heights, NY, has a powerful story to tell and will not stop until the world hears it!

**Job Summary:** Passionate about the College and its mission, the Director of Integrated Communications oversees the institution’s communications plan and strategies with the primary goal of developing powerful messaging for prospective and current students, media, donors, and faculty and staff. S/he will lead the effort to develop a brand voice, style, and tone that results in the creation of compelling copywriting for the College website, print materials, advertising, communication flows, videography, digital storytelling, and media relations.

### **Duties & Responsibilities:**

- Leads institutional communications for SFC and manages communications channels.
- Serves as primary copywriter and editor of news releases, feature stories, media advisories, and SFC’s alumni magazine.
- Develops a strategic messaging style that tells the story of St. Francis College to internal and external audiences using a unique brand voice, style, and tone.
- Develops and implements strong media relations for the College, with particular focus on generating visibility for SFC in the New York media.
- Serves as point person with news media on issues and crisis management; provides input on positioning and response.
- Collaborates with the EDMC to develop the College’s overarching communications strategy.
- Collaborates with the Director of Recruitment Marketing and the EDMC in planning the College’s advertising campaigns and other types of media advertising.
- Develops copy for paid advertising, including outdoor, print, and digital platforms.
- Collaborates with the Director of Recruitment Marketing and the Director of Admissions to develop recruitment campaigns that inspire prospective students to apply to SFC.

- Composes, edits, and proofreads copy for value, logic, appropriate emphasis, and stylistic consistency.
- Writes compelling treatments and scripts for video projects.
- Manages social media and related digital content.
- Develops copy and conceptualize visualizations for presentations, slide decks, and information graphics.
- Participates in the regular meetings of the Marketing and Communications team, College committees and with other College personnel, including, but not limited to, areas such as media relations, the SFC web site, institutional advancement and graduate/undergraduate recruitment marketing.
- Supports College special events and the President's activities with briefing materials, talking points and the marketing of events.
- Collaborates with other College departments to ensure consistent brand and positioning.
- Collaborates with stakeholders College-wide to align strategy across a diverse range of internal and external stakeholders.
- Works simultaneously on no less than 5+ projects based on current workload and goals
- Collaborates with graphic designers to create cohesive visual and copy for marketing materials, websites and other media, including infographics.
- Supervises editorial style and standards to ensure consistency and effectiveness across the College.
- Performs all other duties as assigned.

#### **Required Skills:**

- Excellent communication skills.
- Ability to accurately proofread.
- Demonstrated experience in using proper English grammar, punctuation, structure and format to communicate, both orally and in writing.
- Ability to write and edit for a variety of publication formats and for a variety of audiences.
- Demonstrated experience in marketing, communications, video, digital marketing, and publication production.
- Ability to think creatively, analyze and prioritize copy and marketing objectives, generate alternatives, evaluate proposals and projects, allocate available resources, organize steps in a project and establish realistic time limits.
- Skill in taking initiative, setting priorities and completing work in a timely manner when there are changes in assignments, recurring deadlines, competing priorities, and heavy workload.
- Skill in working independently and following through on assignments with minimal direction.
- Demonstrated ability to plan, organize, and implement projects with complex logistics involving multiple tasks and priorities.
- Ability to quickly grasp complex ideas, distill information and write for variety of audiences.
- Demonstrated cooperative, client-service orientation and skill in working on teams with diverse backgrounds and personalities.
- Ability to manage budgets.
- Ability to be a team player.

#### **Required Qualifications:**

- Minimum of 7 years of experience as a communications expert.
- Bachelor's Degree in Communications, Journalism, or related discipline.

- Proven record of increasing engagement and brand awareness through communications across a range of channels, including print, video, social, the web.
- Mastery of Chicago and AP style manuals.
- Exceptional interpersonal and communication skills.
- Ability to relate to the many different constituent groups on campus is required.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.
- Ability to work evenings, nights and weekends, as needed.

**Preferred Qualifications:**

- 9+ years of previous experience in higher education communications and marketing.
- Master's degree in Communications or related field.

**About St. Francis College:**

For over 150 years, the mission of St. Francis has been to provide an affordable, quality education to working class people who otherwise may not be able to attend college. St. Francis College is a private, independent, co-educational urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, physical fitness, social responsibility and life-long learning. We educate the whole person for a full, relational life, developing the students' talents and abilities for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership.

The College strives to offer ample opportunities for students to immerse themselves in the intellectual, cultural and professional opportunities afforded by New York City and to serve the needs of the local community in which they live and study. Our location in Brooklyn Heights provides a confluence of cultures and religious beliefs, mirroring our commitment to maintain and celebrate our diverse student body.

St. Francis College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to increasing the diversity of our faculty, students, and the curriculum. Qualified candidates of diverse ethnic and racial backgrounds are encouraged to apply.

Interested applicants can apply by clicking [here](#).