POSITION DESCRIPTION – DIRECTOR OF COMMUNICATIONS

Supervisor: President
Employment Status: Full-time, Exempt

PRIMARY OBJECTIVE

The Director of Communications is responsible for the development of DCAD's institutional image and promoting the College through public relations, media relations, advertising, publications, promotional materials, exhibitions and community outreach. The Director also maintains the DCAD website, digital initiatives and social media channels.

RESPONSIBILITIES AND DUTIES

GENERAL
1. Understands and conveys DCAD’s mission and strategic focus.
2. Plans DCAD’s communication strategies based on the College’s goals.
3. Maintains a consistent institutional identity.
4. Coordinates projects carried out by DCAD’s internal design group.
5. Assists as needed at campus-wide events such as exhibition openings, Admissions Preview Days, Commencement, annual scholarship gala, new student orientation, etc.
6. Represents DCAD at downtown events and networking opportunities.
7. Oversees operational budget for department.

PUBLIC RELATIONS
1. Creates favorable exposure opportunities with the media for the College, the President and key faculty members, and students in the local and regional news media. Also coordinates publicity for exhibition openings and Art Loop events.
2. Updates area event calendars and monitors/responds to online activity regarding the College.
3. Tracks media coverage.
4. Maintains media contact lists.

ADVERTISING
1. Coordinates advertising in local and regional media.
2. Oversees the creation of camera-ready ads, web-ready ads and radio scripts.
3. Maintains advertising schedule.

PUBLICATIONS
1. Oversees publication and distribution of direct mail announcements for exhibition openings and Art Loop events.
2. Manages and/or assists in the production and printing of publications for other departments, including Admissions, Continuing Education, Student Life and Development.
3. Responsible for e-newsletter and e-mail list maintenance.
4. Proofreads and edits internal and external communications.
5. Documents photos of student and faculty work; campus events; and DCAD student life.
6. Contracts photography services as needed.

WEB SITE/ONLINE
1. Maintains College web site and various College social media accounts.
2. Identifies newsworthy happenings on campus and updates web site/social networks accordingly.
3. Identifies and plans enhancements to DCAD web site and collaborates external web designers.
4. Researches and keeps abreast of best practices and current methodologies for using online platforms.

QUALIFICATIONS

A Bachelor’s degree and prior higher education experience is preferred. Qualified candidates will be highly organized and detail oriented; possess superior writing, editing, speaking and interpersonal skills; and be proficient with Microsoft Office. Web development skills and familiarity with HTML is a plus. Special skills include experience with social media networks; knowledge of design and production processes; and having established relationships with local media partners and key contacts.