



Job Description

Position Title:	Director, Marketing & Public Relations		
Business Unit:	Advancement	Status:	Full Time Salaried (exempt)
Reporting to:	Vice President, Advancement	Salary Range:	

Background:	<p><u>University Overview</u></p> <p>Founded in 1893, Southwestern Adventist University is a 501(c)(3) faith-based institution located in Johnson County, Texas. As the only four-year degree granting university in the county, Southwestern Adventist University is an important community stakeholder that links education with action by building knowledge, increasing faith, and providing service.</p> <p><u>University Vision</u></p> <p>Believing in the transformative power of the Gospel and affirming the importance of the life of the mind, Southwestern Adventist University seeks to promote inquiry through faith, to balance tradition with innovation, and to become a force for positive and significant change in global society.</p> <p><u>University Mission</u></p> <p>The Mission of Southwestern Adventist University is to educate a diverse student body in a Christ-centered environment shaped by Seventh-day Adventist Christian beliefs for service and leadership.</p>
Position:	<p>The Director of Marketing and Public Relations is responsible for daily management of the Marketing & Public Relations for the University. He/She will partner with the Vice President of Advancement to ensure the activities of the department contribute to the strategic objectives of the University. Doing this successfully supports the University’s mission and generates broad external coverage of Southwestern Adventist University locally, regionally and nationally through connections with the University’s constituency, alumni, potential students, families, and the community. The Director will also be responsible for ensuring all internal departments are kept informed and up-to-date on the [redacted] being hosted by the University, raising the awareness of the department’s efforts while also encouraging internal support from the University’s</p>

Responsibilities:

Key Responsibilities

- Ensure the University's image is branded in a manner that is consistent internally and externally with the Mission, Vision, and Strategy of the University.
- Support the University's internal departments by
 - Providing support throughout the fiscal/school year for all campus projects as needed/requested; manage the purchasing of promotional items and print materials for the purpose of recruiting;
 - Provide support to the University's Alumni team to ensure the community as well as all alumni are kept up-to-date, and where needed invited to participate in campus events.
 - Provide support to other internal departments, projects, and events as needed/requested.
- Where needed, assist University leadership in shaping the culture and presence of those under the University umbrella (faculty, staff, students, alumni).
- Manage the development and distribution of all publicity for every production and for general activities. Notices, calendar events, publicity with photographs and general news articles which are part of the University's events. Manages the ordering of all advertising, including posters, flyers or mailers for all productions, and arranges media interviews where needed.
- Manage the Marketing and Public Relations budget for the University to ensure dollars are spent responsibly and within the parameters of the budget.

Staff Supervision

This role is responsible for the daily management of the following:

- Creative Manager
- Student workers

Essential Relationships

He/She will be expected to spend a considerable amount of time building and strengthening relationships. Because of this, being an expert in interpersonal communication is crucial. Interactions will be expected on a constant basis with, but not limited to the following groups:

External

- Key members of the community (Keene Chamber of Commerce, Mayor, etc.)
- University Alumni
- External Vendors
- Affiliated Universities
- Seventh-day Adventist Conference officials

Internal

- Faculty
- Staff
- Library personnel
- Board Members where appropriate
- Students where appropriate

	<p><u>Knowledge, Skills & Abilities</u></p> <p>He/She will need to consistently demonstrate expert and/or proficient level of expertise in the following areas:</p> <ul style="list-style-type: none"> • Knowledge in the area of Marketing, Public Relations and Communications (principles and standards). • Knowledge of Publication Design principles. • Proficient in software applicable to the field, such as InDesign, Illustrator, Photoshop, etc. • Hands on experience with commercial-grade printers and printing technology. • Proficient in editing to include, but not limited to creating and editing press releases and advertisements. Proficient to Expert knowledge and experience in Project Management and leadership
<p>Requirements:</p>	<p><u>Primary Requirement</u></p> <p>Must have strongly expressed a commitment to Jesus Christ, the teachings and mission of the Seventh-day Adventist Church, be a member of the Seventh-day Adventist church in good and regular standing, and have a desire to serve in a cooperative, spiritually redemptive, and soul-winning atmosphere.</p> <p><u>Other Requirements</u></p> <ul style="list-style-type: none"> • Previous supervisory experience • Previous experience in project management • Bachelor's Degree in related field required. • At least 3-5 years of experience in a college or university setting preferred. • Previous supervisory experience desired.
<p>Work Conditions & Environment:</p>	<p>Job Conditions: Frequent: Working more than 40 hours/week, Weekend Work, On-call/after-hours work, Computer use, Fast-paced work, Unscheduled interruptions and Speaking, reading, and understanding English.</p> <p>Lifting/Moving: Occasional pushing, Pulling, Lifting and Carrying 30-40 pounds.</p> <p>Physical: Frequent: Stooping, kneeling, crouching and/or crawling, Walking and/or running, Move from location to another, Sitting, Talking and/or hearing, and Seeing/vision. Occasional: Standing, Climbing or balancing, Reaching, handling, fingering, and/or feeling and Using feet/legs to control equipment.</p> <p>Environment: Frequent: Indoor. Occasional: Outdoor, Wet/Dry Conditions, Cold/Heat (due to travel and events) and Noise/Vibrations.</p>



This job description is not intended to be complete or limiting – the role will require a proactive and flexible approach to be successful.

Southwestern Adventist University complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.