Posting Date: May 12, 2015

Position: Assistant Director-Marketing Communications/Publications Specialist
Department: Marketing and Communications
Hours per Week: 40 Full time

Primary Duties and Responsibilities

The following information is not meant to be all-inclusive. Other duties and responsibilities may be assigned as necessary.

Provides strategic direction and project management leadership in developing and implementing marketing communications and brand imaging for Alverno College. Collaborate with key college stakeholders in crafting innovative and effective marketing communication strategies that portray a clear, strong and unified image of the College to internal and external constituencies. Team with internal and external partners to serve as Editor of the College’s signature publications, including the President’s Report, Alverno Magazine and Alverno Magazine Online, as well as affinity publications and electronic newsletters. Take projects from concept through final print completion, setting direction and strategy to ensuring timely and interesting content, visually appealing layout and oversight of project budgets and timelines. Responsible for overseeing initiatives and managing personnel to establish and implement marketing communications initiatives that support development and recruitment goals.

Qualifications

A minimum of seven years of professional communications experience is required. Higher education and/or nonprofit experience is beneficial but not required. Requires excellent written and oral communication skills including the ability to articulate technical information to a non-technical population. Requires the ability to communicate and respond to both internal and external customers professionally and in a timely manner. Must have the ability to read, interpret, write, create and complete documents such as reports, newsletters, general correspondence, and training materials or guidelines.

Requires attention to detail, strong organizational competence and the ability to coordinate multiple deadlines simultaneously in a fast-paced environment. Must be able to work with frequent interruptions and professionally respond to variations in schedules and plans. Must be self-directed with strong problem-solving skills including the ability to develop innovative approaches and ideas and meet challenges with resourcefulness.

Education

Bachelor's degree in Marketing, Communications, or Journalism required; master's degree is preferred.

How to Apply

Apply on-line at http://www.alverno.edu/jobs
Please attach your cover letter and resume to the on-line application

Alverno College is an Equal Opportunity Employer and committed to workplace diversity