

CONCORDIA COLLEGE

NEW YORK

NOTICE OF ADMINISTRATIVE OPENING(S)

September 2010

Title: Director of Communications
Department: Marketing & Communications
Salary: TBD

Job Responsibilities

The Director of Communications will work within the Marketing and Communications Department and in collaboration with other key departments to support the College with its growing strategic focus on online, web-based marketing activities to expand lead generation for traditional undergraduate, adult, and nursing students, and other audiences such as alumni. The Director will take the lead in helping develop and implement e-marketing and social media marketing strategies, advertising/branding tactics, and provide detailed quantitative reports analyzing projects and campaigns.

Specifically, the Director is responsible for the planning and execution of the College's electronic and print communications, digital and online marketing, public relations, print production, and website management in support of the College's strategic priorities of increasing student enrollment and brand awareness. Reporting to the Senior Director of Marketing, the Director of Communications is a key member of the Marketing and Communications Department working toward the College's goals within the mission of the institution.

Qualifications/Requirements:

Bachelor's Degree in Marketing along with a minimum of five years' experience in a marketing and communications or related field that includes hands-on experience in formulating and implementing e-marketing and metrics that focus on student recruitment and relationship-building or the equivalent combination of education and experience; excellent verbal and written communications and ability to draft content for publications, policies, reports, and press releases; knowledge of web development; website content management; SEO and sufficient technical skills to coordinate other web initiatives; copy editing and proof-reading experience a must; knowledge of advertising practices and principles of media marketing, knowledge and understanding of competitive higher education markets; team player who works well with others and thrives in a deadline-driven environment; thinks creatively and is able to motivate others to achieve results; highly organized self-starter with excellent judgment with the ability to handle sensitive issues; demonstrates a willingness to work at a college committed to Christian higher education in the Lutheran tradition; familiarity with Microsoft Office programs, Quark Express, HTML, SQL, Access, and Adobe.

Position will remain open until the right candidate is identified.

Interested and qualified candidates should send a cover letter, resume, and three professional references to:

kathleen.clarke@concordia-ny.edu (preferred) or fax 914-395-4517

(All offers of employment are contingent upon a successful background check)

Concordia College does not discriminate in the employment of individuals on the basis of race, color, national or ethnic origin, disability, sex, or age. However, Concordia College is a Christian educational institution affiliated with The Lutheran Church-Missouri Synod and, in compliance with Title VII of the Civil Rights Act of 1964, reserves the right to give preference in employment based on religion.

171 WHITE PLAINS ROAD, BRONXVILLE, NY 10708

PH: 914.337.9300 FX: 914.395.4500 WWW.CONCORDIA-NY.EDU

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