Position Title: Vice President, Communications  
Supervisor: President  
Classification: Management, full-time, year-round  

Overview:  
Reporting directly to the President, the person in this position serves as the college’s chief communications officer. The Vice President provides strategic leadership and direction for the college’s communications and branding initiatives, expanding beyond local and regional constituencies and accelerating cultivation of a global outreach effort. The Vice President develops and implements a public relations, marketing and communications strategy in support of Muhlenberg’s strategic plan, admissions goals and fund-raising initiatives.  

Characteristic Duties & Responsibilities:  
A. Directs and supervises a professional staff consisting of the Director of College Communications; Director and Assistant Director of Athletic Communications; Director of Digital Communications; Director of Theatre/Dance Marketing; half-time WMUH Radio Station Manager; two half-time Presidential Assistants (supporting college communications and Theatre/Dance marketing); and a full-time support staff assistant.  
B. Arranges contracts for, and supervises activities of, additional professional level support (part-time writers/editors) for specific projects.  
C. Develops a long-range communications plan to generate national and international visibility for the College; works closely with the President and outsourced communications partners to insure that the College is positioned well in the national and international media.  
D. Serves as the principal resource person for all major publications and public relations projects undertaken by the College.  
E. Supervises and exercises quality control of design, content and functionality of the College’s website and mobile apps.  
F. Serves as an integral member of the President’s Staff, acting as primary spokesperson for the College and leading the marketing efforts of the College.  
G. Develops budget recommendations, reviews expenses and approves expenditures.  
H. Maintains effective communications and relationships with faculty and administrative colleagues.  
I. Provides professional guidance and support of the College’s student newspaper and radio station WMUH.  
J. Serves as a member of the Lectures and Forums Committee and as an integral part of the Crisis Management team.  
K. Performs other duties as assigned by the President.
Qualifications:
1. Bachelor’s degree in public relations, marketing, communications or related field required. Advanced degree preferred.
2. Six to ten years of progressively responsible experience in communications, marketing and public relations at a senior level required. Higher education experience preferred.
3. Supervisory experience and staff development skills essential.
4. Demonstrated ability to communicate to myriad, diverse audiences, in oral presentations, in print and in digital media.
5. Demonstrated understanding of current practices in higher education and an appreciation for the value of a private college liberal arts experience.
6. Expertise in editing or design an advantage.

Muhlenberg College is an Equal Opportunity Employer. All employees are expected to support Muhlenberg’s commitment to function as a diverse, caring, inclusive community.

9/2015