



ALLENTOWN, PA

Position Title: Director of News & Media Relations
Supervisor: Executive Director of Communications
Classification: Administrative Management, exempt, full-time

Reporting to the Executive Director of Communications, this colleague will play a critical role in implementing Muhlenberg's exciting new communications strategy through effective work with news media—especially regional and national media—and the development of compelling and positive news stories about the college, its programs, faculty and students. Through pitching, media engagement, story placement and writing, the director will increase the understanding, reputation and support of Muhlenberg. The director will work closely with a strong Muhlenberg communications team and with faculty and administrative colleagues across the campus, including the president. The director will also play a critical role in the college's management of crisis situations.

Characteristic Duties and Responsibilities:

1. Play a vital leadership role in the focus of the Office of Communications on media relations that serve the College's strategic goals.
2. Establish and maintain strong positive working relationships with national, regional and local media.
3. Proactively engage media interest in College stories through effective personal outreach with compelling story ideas and accurate, well-developed information.
4. Respond to media queries in a timely and effective manner, coordinate and campus media visits and foster on-campus interest in working with the media.
5. Work with Muhlenberg faculty, students and staff to identify, develop, write and pitch captivating news stories on topics of strategic interest to the College.
6. In crisis situations, work closely with the executive director, senior staff, president and others to ensure prompt and effective dissemination and management of information.
7. Serve as spokesperson for Muhlenberg as needed.
8. Research and write stories for use on the Muhlenberg website, in its alumni magazine and for other College media.
9. Provide support in planning and editing each issue of the College's alumni magazine, which is published three times a year.
10. Work with the Communications Presidential Assistant to manage a hometown news release program.
11. Represent the college in committees and at various events as needed.

Qualifications:

- A bachelor's degree in English, journalism or a related field and at least seven years of full-time professional news-media management or journalism experience.
- Superlative written and oral communication skills, including exceptional command of proper grammar.
- Demonstrated ability to generate compelling story ideas for media interest.
- Skill, passion and energy for pitching news media and building strong and positive working relationships with reporters.
- Demonstrated ability to produce engaging, lively and succinct prose quickly.

- Demonstrated understanding of the different writing approaches required in media pitching, print publications, website content and other contexts.
- Proven ability to take effective and thoughtful action—as a writer, public speaker and team member—in pressurized situations.
- Exceptional attention to detail.
- Proven experience in meeting regular deadlines.
- Proven advanced project-management skills.
- Demonstrated ability to maintain the highest level of confidentiality at all times.
- Proven tact, grace and a sense of calm when facing multiple professional expectations.
- Proven ability to work collaboratively, collegially and effectively with diverse colleagues.

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