



Director of Communications
Reports to: Chief Operating Officer

Summary:

The **Director of Communications (DC)** leads internal and external communication activities. This position identifies and evaluates opportunities to improve communications to support The Enrollment Management Association's client-centered customer service culture, and serves as a subject matter expert on public relations and reputation management.

Additionally, this position assists in employee communications, customer messaging, and social media integration, working closely with key departments and individuals to ensure consistency in messaging.

General Role Responsibilities:

- Assists in providing consistent and timely information to employees as needed
- Assists executive leadership in developing presentations, speeches, and other important corporate messages
- Manage relationships with outside vendors utilized for communications materials (freelance writer, graphic designer, editor, publishers, printers, etc.)
- Develops, implements, and adheres to communications budget
- Utilize existing project management system to track activities
- Oversight of The Yield Magazine
- Performs other related duties as assigned

Public Relations Responsibilities:

- Develops and implements communication and public relations strategy for the corporation that builds and maintains a positive corporate brand
- Acts as a corporate spokesperson and responds to members of the media in a timely manner; composes and distributes press releases as needed
- Develops a media and public relations plan that positions The Enrollment Management Association as a primary resource on independent school admission and enrollment issues

Social Media Responsibilities:

- Oversees corporate communications and branding in various online and print platforms such as LinkedIn, Twitter, Facebook, and industry magazines
- Create and grow social media presence for The Enrollment Management Association

Supervisory Responsibilities:

- Hires, trains, and manages communication staff
- Organizes and oversees the schedules and work of communications supervisors
- Conducts performance evaluations that are timely and constructive
- Handles discipline and termination of employees as needed and in accordance with company policy

Qualifications & Required Skills/Abilities:

- Bachelor's Degree in communications, public relations, journalism, marketing, or related field
- 5 to 10 years public relations/marketing and branding experience, including supervisory and comprehensive communications – industry experience preferred
- In-house corporate communications experience
- Excellent communication, verbal, writing, editing, and project management skills
- Proven storyteller capable of creating a strong narrative
- Experience in refining, managing, and changing corporate positioning and messaging
- Ability to work on multiple projects simultaneously with great attention to detail and sensitivity to deadlines and priorities
- Understanding of creative workflow process, including project initiation and kickoff, execution, approvals, production, proofing, tracking, and archiving
- Proficient in Google Suite or related software, and web CMS platforms
- Superior ability to write in a journalistic style that is customary for corporate and external publications
- Ability to offer sound media relations advice to senior leadership
- Excellent managerial and organizational skills
- Excellent interpersonal skills
- Ability to produce and disseminate press releases as appropriate
- Experience working with media and serving as an organization spokesperson
- Ability to work with corporate management, employees, media, and the larger community
- Ability to coordinate efforts of various teams in order to present a coherent message
- Support special external task forces and ad hoc committees as assigned
- Ability to ensure articulation of The Enrollment Management Association's desired image and position, ensure consistent communication of image and

position throughout The Enrollment Management Association, and ensure communication of image and position to all constituencies, both internal and external

TO APPLY: Candidates who share our passion for excellence are encouraged to send their resume and a cover letter (including salary requirements) to careers@enrollment.org. Please reference DCOMM2021 in the subject line. No phone calls, please.