

Executive Director of Strategic Communications at Northwest Florida State College

Department: College Advancement—Strategic Communications
Hours: Full-Time, 12 Month Position
Classification: Administrative II
Salary: \$55,413.00 - \$73,044.00
Location: Niceville Campus
FLSA Status: Exempt
Application Deadline: Open until filled



Duties and Responsibilities

- Oversee all brand messaging, design and creative execution through various communication vehicles such as print, television, direct mail, outdoor, radio, and digital media platforms. Manage all advertising and media placement for division initiatives within a specified budget. Provide strategic oversight for creative process and final creative product.
- Plan and implement the College's public relations strategy to maintain and advance the organization's position across the media and with relevant community stakeholders. Compose, research and edit communications materials including press pitches, press releases, policy talking points and white papers.
- Assist the President and Board of Trustees with the development and coordination of various materials and talking points.
- Maintain an active liaison relationship with all area media and represent NWF State College to the media. Coordinate with internal and external media community partners to provide leadership and effectively promote college-wide programs, services, and events. Handle ensuing media inquiries and requests to arrange interviews.
- Responsible for ensuring a comprehensive digital strategy including website management, search engine optimization, and social media.
- Write, edit, prepare bid specifications, and coordinate the customized distribution of college publications, including but not limited to, feature articles, catalogs, magazines, brochures, and the website. Serve as the Editor, with responsibility for content, layout and design, of the NWF State College President's Perspective (monthly) newsletter and other NWFSC publications.
- Set and monitor standards for college-wide adherence to the NWF State College Graphics/Publications Standards and Style Guide Policy for non-instructional material. Review all non-instructional publications prepared by the College's in-house graphics department, as well as web content, to ensure responsible promotion of College messages and visual identity.
- Create and maintain a Strategic Communications Master Plan outlining current and comprehensive marketing, communications and recruitment initiatives including a unit plan with measurable goals and a strong commitment toward continuous improvement.
- Establish and manage the Strategic Communications budget in accordance with College policy.

Duties and Responsibilities continued

- Ensure the strategic communications division serves as the College's official photographer and videographer; maintain photo library and photographic archives.
- Support select special events for the College.
- Represent the College through internal and external speaking opportunities, as directed by the Vice President of College Advancement.
- Participate in sensitive decision-making as part of the Safety Committee and coordinate crisis communication, as designated.
- Supervise Strategic Communications personnel.
- Perform other duties as assigned.

Qualifications

- Master's degree in marketing, public relations or related field required.
- Minimum of 5 years' experience as a brand communicator; experience at a fast-paced entity required. (Higher education experience a plus.)
- Demonstrated excellence in professional written and oral communications required. Knowledge of Associate Press (AP) style guidelines.
- Demonstrated experience and knowledge of social media, mass media practices, and advertising markets.
- Demonstrated competency in emotional intelligence and situational awareness.
- Facilitate positive interaction with the College personnel and demonstrate a strong commitment to creating work products that meet the needs of the College.
- Demonstrated "We Can" attitude and demeanor that contributes to the advancement and progress of the College.
- General knowledge of printing processes.
- Ability to take initiative, act independently, handle multiple tasks simultaneously and prioritize. Detail oriented.
- Ability to think around problems and develop creative solutions.
- Ability to travel within the College's two-county district area.
- Assumes duties and responsibilities which require accessibility for College business during non-college operating hours and/or when off campus during regular duty hours.

Apply Now

Provide a complete application package that includes all of the following:

- NWF State College Application
- A cover letter explaining why you consider yourself qualified for this position.
- Resume, including professional references.
- Copies of transcripts. (*All degrees must be from a regionally-accredited postsecondary institution.*)

To apply for this position, please visit our website: <https://www.nwfsc.edu/about/human-resources>, or Human Resources, Northwest Florida State College, 100 College Blvd., Niceville, FL 32578 (Tel. #850-729-5365). NWFSC offers an excellent fringe benefit package. If you are disabled and need accommodations in order to participate in the application/selection process, please notify Human Resources before the specified closeout date. All qualified persons will be considered on an equal basis. Any applicant grievance should be addressed to the Human Resources Director. NWF State College prohibits any form of discrimination on the basis of age, color, ethnicity, disability, marital status, national origin, race, religion, pregnancy, genetic information, or gender in any of its programs, services, or activities. Preference will be given to eligible veterans and spouses of veterans for Career Service positions. NWF State College is an Equal Access/Equal Opportunity Institution and a Drug Free Workplace.

