GORDON COLLEGE
Position Description

Title: Director of Communications

Function: As a member of Gordon's marketing leadership team, the Director of Communications leads the development and execution of a cohesive institutional messaging strategy that advances enrollment goals, strengthens internal communication, maintains positive brand reputation, and ensures clarity and consistency across all public-facing communications.

Reporting to the Associate Vice President for Enrollment Marketing, this role serves as steward of the College's institutional voice holding authority over institutional messaging and tone. The Director oversees content strategy, public relations execution, editorial direction, internal communication oversight, and messaging alignment across undergraduate, graduate, and institutional communications.

Description of Duties and Tasks:

1. Leads Institutional Messaging Strategy and Governance
   - Develops and maintains the College's messaging architecture and narrative framework
   - Ensures a consistent, compelling expression of Gordon's mission across all communication channels
   - Serves as editorial authority for major institutional communications
   - Translates core messaging into tailored narratives for distinct audiences, programs, and initiatives
   - Equips campus partners and ambassadors with messaging guidance and training resources

2. Oversees Content Strategy and Editorial Direction
   - Establishes content priorities and themes aligned with enrollment and institutional goals
   - Provides strategic direction for copywriting, editing, and storytelling across platforms
   - Oversees editorial management of *The Magazine of Gordon College*
   - Ensures high-quality, on-brand content from concept through publication
   - Functions as senior institutional writer for high-visibility communications

3. Leads Public Relations and Reputation Strategy
   - Serves as internal lead for institutional public relations strategy
   - Develops media relationships and proactively engages the press
   - Drafts official statements in collaboration with the AVP for Senior Leadership
   - Leads crisis communications planning and coordination in partnership with the College's external PR agency
   - Supports the AVP in advising Senior Leadership during high-impact communications situations

4. Manages Internal Communication
    - Leads the development and execution of the College's internal communications strategy to support institutional priorities and foster an informed campus community
    - Oversees the planning, editorial review, and distribution of a campus-wide email newsletter for faculty and staff
    - Collaborates with Senior Leadership to develop communication plans for major initiatives, organizational changes, and strategic announcements
    - Assesses the effectiveness of internal communication channels and practices, implementing improvements that enhance engagement

Required Knowledge, Skills and Abilities

To fully perform the above functions, the incumbent must possess the following knowledge, skills, and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

- Bachelor's degree in marketing, communications, or related field required; master's preferred
- Minimum of 7 years of experience in communications, public relations, marketing, or related field
- Demonstrated experience leading or managing communications teams
- Strong strategic thinking and message development skills
- Exceptional written and verbal communication ability
- Slate CRM experience preferred
- Experience managing complex projects with multiple stakeholders
- Understanding of digital, print, and content production workflows
- Deep understanding of audience segmentation, messaging strategy, and brand positioning
- Ability to articulate and creatively demonstrate Gordon College's Christian mission in written and verbal communication

Success in This Role Will Be Measured By

- Strengthened clarity and consistency of institutional messaging
- Growth in earned media visibility and quality placements
- Increased engagement across digital and print platforms
- Alignment of messaging strategy with enrollment performance goals
- Effective and timely crisis communications response
- High-performing and well-developed communications team

FLSA Status: Full-time exempt
Salary: $70,000-$85,000

In our Christ-centered community, faculty and staff affirm the College's Statement of Faith as an expression of their own theological convictions and agree to work within Gordon's community standards in order to model these

commitments for our students' formation. Gordon College faculty and staff support the College's commitment to the Shalom Statement, which includes our desire to treat all individuals as equal image-bearers of God.