



NWACC
Learning For Living

POSITION ANNOUNCEMENT

Position Title: Senior Director for Public Relations & Communication

POSITION #: 2009099

**APPLICATION DEADLINE DATE: Review of applications begins
6/26/09**

SUMMARY:

The successful candidate will be a seasoned administrator/executive who understands higher education, the community college environment, and the northwest Arkansas regional community. The selected candidate will serve as the College spokesperson, represent the President at internal and external functions, and serve as an advocate for NWACC through intentional strategic communications. Exceptional interpersonal and social skills and the highest degree of ethics, professional integrity and confidentiality are essential. A demonstrated ability to work independently and effectively at high-level community, legislative, and campus functions is necessary. The professional in this position will have strong writing, speaking, planning and data analysis skills to facilitate strategies that support NWACC's mission and strategic goals.

The successful candidate will have the demonstrated ability to 1) work effectively under pressure in a dynamic, fast-paced progressive environment; 2) provide strategic leadership and creative direction for institutional communications, public relations, and marketing; 3) promote the value of NWACC to all stakeholders; 4) direct a comprehensive institutional branding initiative; and 5) maintain positive relationships with media to manage consistent and continuous messaging on behalf of the College. This is a "hands on" leadership position requiring both superior strategic skill and the ability to create communication materials for both external and internal audiences in multiple formats. The Senior Director will develop rapport and a close working relationship with the media (through both traditional and nontraditional venues), resulting in comprehensive media coverage of the College.

The successful candidate must have the clear demonstrated ability to write original, innovative speeches, articles and presentations. Experience in crisis communication planning is essential, as is the ability to respond effectively to the most sensitive inquiries or issues. The candidate must also have the demonstrated ability to deliver effective and persuasive presentations on sensitive, high-profile or complex topics to the general public and community leaders, as well as to the College community and higher education leaders.

Travel across the service region of Benton and Washington Counties is a frequent requirement of this position, with some travel to Little Rock or other locations required. Attendance at evening and weekend events is expected to support the President's strategic initiatives for the College.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned by the President.

1. Speak publicly on behalf of the College as official spokesperson for all media.
2. Provide strategic leadership for creative communication strategies, marketing and event planning.

3. Initiate, implement and manage all public relations functions; manage media placement for the College.
4. Conceive, produce and execute signature events to publicize the College's support of and service to the regional community.
5. Write, edit and produce varied marketing, promotion and communication materials; develop publicity materials, articles, features, video, and other scripts for President as directed.
6. Direct strategic communications; develop and execute strategies to promote NWACC to all stakeholders to maintain a high degree of consumer awareness.
7. Develop, execute and evaluate a comprehensive branding campaign and marketing plan.
8. Nurture a collegial and highly productive work environment where creativity and professionalism are equally valued.
9. Establish and implement process to continuously improve an integrated internal and external communications plan, to include crisis communication strategies.
10. Develop and implement process for evaluation of public relations, communications, marketing activities, tools and initiatives.
11. Evaluate College's media presence through news monitoring, compilation and assessment.
12. Work collaboratively with College leadership to consistently promote the image of NWACC; serve as an advocate for NWACC through intentional strategic communications.

EDUCATION AND EXPERIENCE

Bachelor's degree from accredited educational institution in Communications, Journalism, Public Relations, Marketing, or related field required. A minimum of five years of experience required in multi-faceted public relations work. Must have experience as a senior-ranking administrator or executive. Strong writing, speaking, and data analysis skills required. Knowledge of the comprehensive community college culture required. Experience working with community, state, and national organizations required. Strong supervisory skills required. Ability to work collaboratively and with teams to make decisions required. Experience preferred in high-profile organizational communication, to include experience in successful public presentations.

SALARY

Commensurate with Education and Experience. Full-time with benefits.

Complete application packets will be accepted for review by the search committee if received by Friday, June 26, 2009. Applications received after this date will be held for possible future consideration. Application instructions are available at <http://www.nwacc.edu/personnel/Howtoapply.php>

***NWACC is an Affirmative Action/Equal Opportunity Employer
Women and Minorities are encouraged to apply***