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| The Communications Manager is responsible for key elements of Pacific School of  Religion’s (PSR’s) communications program, supporting various offices throughout the institution to ensure that communications are accurate, consistent, integrated, and support the overall brand of PSR. As an essential member of the Enrollment and Marketing Communications team, this position reports to the Vice President of Enrollment and Marketing and works closely with faculty, staff, students, and diverse departments and centers at PSR on an integrated marketing and communications effort.  This position requires excellent written, oral, and interpersonal communication skills; an ability connect with a diverse constituency with varying interests, backgrounds, and beliefs; a capacity to work collaboratively and across departmental lines at a small, diverse institution; and skills in a wide range of areas within higher education promotion.  The ideal candidate will be eager to tackle the challenges of building a comprehensive communications plan and developing/editing content that helps build PSR brand recognition. Generating enthusiasm about existing and new program offerings will help to expand the reach of PSR. The candidate will be skilled at creating content that is engaging, accurate and reflects the values of PSR.  To summarize, this position is responsible for developing, managing, and executing internal and external communications for PSR, ensuring integration, consistency and alignment throughout the institution, working closely with the Webmaster/Graphic Designer.  **This position has an on-campus requirement in Berkeley, California.** |
| **ESSENTIAL FUNCTIONS:**   * **Department Leadership:** Work with Vice President of Enrollment and Marketing and Webmaster/Graphic Designer to establish institutional communications and advertising priorities, annual communications calendar, crisis communication, and overall communications strategy for PSR. Actively participate in implementing and monitoring strategies to achieve goals and respond to departmental and institutional needs. Assess, analyze, and evaluate advertising and communication programs to identify issues and need for change and provide recommendations for modifications and adjustments. * **Writing and Editing:** Serves as the primary writer and editor for PSR which includes web content, advertisements, newsletters, press releases/invitation to press events, remarks, presentations, stories, as well as selecting and editing stories written by other offices, and producing and disseminating publications to targeted audiences. Ensure that messaging is clear, precise, accurate, compelling, and supports PSR’s mission and values. * **Digital Media:** Maintains the content, including writing/editing for PSR’s digital presence including website, social media, e-newsletters, etc. gathering relevant content from the entire institution. Manage institutional social media channels * **Media Relations:** Develop relationships with journalists to get PSR stories placed in appropriate publications to expand our reach. Create and send out press releases as needed and develop a media list for PSR * **Brand Management:** Develop strategies to broaden the reach of PSR’s brand; Works to maintain the PSR’s sub-brands, and messaging within the context of the PSR’s brand, and develop methods to communicate it in a systematic way. * **Supervision, Leadership, and Institutional Collaboration:** Manage student staff, contract staff and volunteers, when applicable. Create and manage release dates for recurring institutional and departmental publications. Maintain an overall publications calendar. Stay informed about best practices and current state of the field by collaborating with colleagues, peer institutions, professional groups, and conferences. In all work, maintain a commitment to and awareness of dismantling racism, systemic injustice, and equity and inclusion. * **Serve as university representative.** Coordinate PSR’s presence at key denominational and partner conferences. Assist with major university events. * **Crisis Communications:** Develop and execute a crisis communications plan for the institution * **AV/Media:** Arrange and assist with Zoom meetings, Schedule AV/media needs; secure and track AV/media equipment; book AV/media reservations; hire and manage AV/media student workers; train PSR faculty and staff in use of equipment; troubleshoot AV/media for meetings, classes, events; maintain smart classroom podiums and update laptops on AV/media carts; keep supplies in stock; arrange and staff web conferencing and streaming, make sure weekly Chapel Service A/V needs are met; maintenance of all A/V equipment; able to work with soundboards, public announcement system, microphones, speakers, video cameras, projectors, PC & Mac, VHS & DVD, smart televisions, older audio receivers, adapters, hearing loops. * **Other duties as assigned.**   **Education and Experience Requirement(s):**  The requirements listed below are representative of the knowledge, skill and/or ability desired. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.   * Bachelor’s Degree. * Master’s Degree in Communications, Marketing, or related field is preferred.   **Knowledge, Skills, and Abilities:**   * Minimum of three years’ experience in marketing and/or communications within higher education or non-profit organizations. * Commitment to racial, gender, sexual orientation, and economic justice and ability to work effectively in a multicultural and diverse community. * Self-starter, highly motivated, and successful developing comprehensive communication plans and executing them. * Ability to coordinate multiple projects and priorities with efficiency, give careful attention to detail, and demonstrate organizational and management skills. * Strong interpersonal, verbal, and written communication skills, including content creation and public speaking. * Experience using social media, online marketing software, website management, and other online tools such as CRM platforms and survey tools. * Proficient with personal computers and technology, especially MS Office Suite. * Experience using Adobe Creative Suite preferred * Knowledge (or strong aptitude to learn) of AV/media equipment use and maintenance; use of Zoom, LiveStream, PowerPoint, and other AV/media programs. * Experience with Cision a plus.   **Environmental Demands:**   * Work is primarily indoors. On site environment is temperature controlled. Some noise from computer printers and other staff in the work area. * Variable environment when visiting students and constituent groups off site.   **Competencies:**   * Reading/Writing/Math - Excellent reading, writing, and math skills as necessary for performance of the job. * Judgment/Decision Making - Ability to prioritize own work and to perform under time constraints to meet deadlines. Ability to maintain confidentiality. * Verbal Communication Skills - Frequent and essential ability to communicate clearly orally. * Social Skills - Ability to relate collegially, cooperatively and effectively with prospective students, senior administrative staff, faculty, support staff, students as well as visitors and representatives of various denominations and other theological schools, particularly those in the Graduate Theological Union, as well as a wide range of not-for-profit and social change agencies. * Planning - Ability to manage multiple projects and deadlines. * Supervision - Ability to supervise if needed.   We are an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status. |