



# ST. FRANCIS COLLEGE

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## Director of Integrated Communications

St. Francis College (“SFC”) is seeking an experienced communications leader who believes communication is more than a process of providing information, but rather a critically important strategic function. This seasoned professional understands that brand is a perception constantly being shaped through every interaction. Accordingly, the selected candidate will be a persuasive advocate for higher education and for the ideas, messages, images, and approaches that best promote and enhance SFC’s reputation, as well as develop media relations.

Reporting to the College’s Executive Director of Marketing and Communications (“EDMC”), the Director of Integrated Communications will be an integral part of the College’s ambitious strategic agenda to increase brand awareness and visibility. The selected candidate will be a creative, innovative and collaborative leader with an effective track record for initiating and enacting change.

The ideal candidate believes that a college education is an opportunity for anyone with the purpose, ability, and drive to pursue one. The college is embarking on an ambitious strategic plan, and is poised to open a brand-new campus in Downtown Brooklyn. The ideal candidate will be instrumental in managing the communication and storytelling for this highly visible campaign.

This is a job for a person who believes that higher education is not just a bunch of boxes to check, but a transformative experience that changes lives. This is the job for the person who believes that this hidden gem, a Franciscan college in Brooklyn, NY, has a powerful story to tell and will not stop until the world hears it!

### **About St. Francis College:**

We are committed to diversity, equity, and inclusion and serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City’s low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College’s student body is one of the most diverse in New York City and the nation: 28% of students identify as Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at <https://www.sfc.edu/>.

**Job Summary:** Passionate about the College and its mission, the Director of Integrated Communications oversees the institution’s communications plan and strategies with the primary goal of developing powerful messaging for internal and external audiences as well as the media. This individual will lead the effort to develop a brand voice, style, and tone that results in the creation of compelling copywriting for the College website, narratives, communication flows, videography, digital storytelling, and media relations.

## **Duties & Responsibilities:**

- Leads institutional communications for SFC and manages communications channels.
- Serves as primary copywriter and editor of news releases, feature stories, media advisories, and SFC's alumni magazine.
- Develops a strategic messaging style that tells the story of St. Francis College to internal and external audiences using a unique brand voice, style, and tone.
- Develops and implements strong media relations for the College, with a particular focus on generating visibility for SFC in the New York metropolitan area.
- Serves as point person with news media on issues and crisis management; provides input on positioning and response.
- Collaborates with the EDMC to develop the College's overarching communications strategy.
- Collaborates with the Director of Recruitment Marketing and the Admissions Office to develop success story narratives that can be repurposed for various communication channels.
- Composes, edits, and proofreads copy for value, logic, appropriate emphasis, and stylistic consistency.
- Collaborates with the Videographer on scriptwriting to ensure the SFC key messages are clearly stated.
- Collaborates with the Social Media Manager to develop and repurpose content for digital media.
- Develops copy and conceptualize visualizations for presentations, slide decks, and information graphics.
- Participates in the regular meetings of the Marketing and Communications team, College committees and with other College personnel, including, but not limited to, areas such as media relations, the SFC web site, etc.
- Supports College special events and the President's activities with briefing materials and talking points.
- Collaborates with other College departments to ensure consistent brand and positioning.
- Collaborates with stakeholders College-wide to align strategy across a diverse range of internal and external stakeholders.
- Supervises editorial style and standards to ensure consistency and effectiveness across the College.
- Performs all other duties as assigned.

## **Required Skills:**

- Excellent communication skills.
- Ability to accurately proofread.
- Experience in applying Associated Press Style – including proper English grammar, punctuation, structure and format in written communications.
- Ability to write and edit for a variety of print and digital formats and for a variety of audiences, including web writing.
- Demonstrated experience in communications, video, and publication production.
- Ability to think creatively, analyze and prioritize copy and generate alternatives, evaluate proposals and projects, allocate available resources, organize steps in a project and establish realistic time limits.
- Skill in taking initiative, setting priorities and completing work in a timely manner when there are changes in assignments, recurring deadlines, and competing priorities.
- Skill in working independently and following through on assignments with minimal direction.
- Demonstrated ability to plan, organize, and implement projects with complex logistics involving multiple tasks and priorities.

- Ability to quickly grasp complex ideas, distill information, and write for variety of audiences and communication channels.
- Demonstrated cooperative, client-service orientation and skill in working on teams with diverse backgrounds and personalities.
- Actively engaged in and committed to professional development.
- Ability to manage budgets.
- Ability to be a team player.

**Required Qualifications:**

- Minimum of 7 years of experience as a communications expert.
- Bachelor's Degree in Communications, Journalism, or related discipline.
- Proven record of increasing engagement and brand awareness through communications across a range of channels, including print, video, social, the web.
- Experience with writing content for the web and mobile principles.
- Experience with using email marketing software such as Emma, Mailchimp, Constant Contact, etc.
- Mastery of Associated Press style.
- Exceptional interpersonal and communication skills.
- Ability to relate to the many different constituent groups.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.
- Ability to work evenings, nights and weekends, as needed.

**Preferred Qualifications:**

- 9+ years of previous experience in higher education communications and marketing.
- Master's degree in Communications or related field.

**St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.**

Interested applicants can apply by clicking [here](#).