JOB DESCRIPTION

POSITION TITLE: Director of Internal Communications

JOBS CLASS: Staff
SUPERVISOR: Asst. VP of Marketing & Media Relations

CLASSIFICATION: Full Time
LOCATION: DeLand

SUPERVISORY: No
DEPARTMENT: University Marketing

POSITION OVERVIEW:
This position reports to the Assistant Vice President of Marketing and Media Relations, University Marketing. This position serves as the university’s primary internal communications Subject Matter Expert (SME) and leads internal communications planning and implementation, serves as editor, Stetson Today, the university digital newspaper and is public relations liaison to School of Music (SOM).

QUALIFICATIONS, KNOWLEDGE AND SKILL REQUIREMENTS:
- Bachelor’s degree in communications, public relations, journalism or related field
- 3-5 years of experience in journalism or internal communications
- Proven editing and writing skills
- Understanding of higher education and current issues and best practices
- Attention to detail
- Ability to build relationships in academic and administrative environments
- High level of independence, energy and integrity; demonstrates respect for a diversity of opinions and styles, and accepts accountability and responsibility
- Ability to effectively advise, partner and collaborate with university administration team
- Strong organizational skills with the ability to multitask and prioritize
- Expertise in Word, Excel, PowerPoint; Additional software skills (e.g. Photoshop, Wordpress, HTML) a plus, background and experience in CMS and digital environment preferred

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:
- Direct internal communications strategies and initiatives to further the university’s strategic initiatives and programs and advance university interests using available communication channels
- Assist with administrative and university interactions including production of presentations and talking points
- Take lead role in drafting and writing internal communications in the form of emails, talking points, memos, web updates, blog posts and FAQ documents
- Maintain the university calendar and distribute to targeted media outlets across Central Florida as appropriate.
- Establish and maintain relations with news media servicing the SOM and serve as primary contact for all related issues.
- Provide oversight and day-to-day direct management of Stetson Today, the university digital publication.
POSITION TITLE: Director of Internal Communications

- Collaborate with SOM dean and vice president for University Marketing to create and implement effective, strategic publicity plans and initiatives that enhance the image and awareness of the Stetson brand, products and services through traditional and social media.
- Work with Creative Services to edit publications/advertising for the SOM.
- Work with director of Periodicals to repurpose stories or write stories as assigned for *Stetson Magazine*.
- Work with Assistant Vice President of Marketing and Media Relations to manage agency, contractor, freelance and other vendor support as necessary.
- Along with Assistant Vice President of Marketing and Media Relations, work with SOM faculty to prepare them for media interviews.
- In times of crisis, assist Vice President of Marketing and Communications and Assistant Vice President of Marketing and Media Relations with communications to internal/external university communities.

APPLICATION PROCEDURE: Please submit a letter of application, which address the qualifications, a resume, and/or application, with names, addresses, and telephone numbers of three professional references to Stetson University, Inc.; Office of Human Resources; 421 N Woodland Boulevard, Unit 8327, DeLand, FL 32723. FAX: (386) 822-7562 E-MAIL: humres@stetson.edu. Complete application, available online.

*Stetson University is an Equal Opportunity Employer that affirms cultural diversity and inclusion as a core value of academic excellence at Stetson University. We are committed to achieving equal access in education, employment, and participation through the recruitment and retention of outstanding faculty, staff, and students from diverse backgrounds, and to meaningful academic and intellectual transformation in curriculum, research and service. We are dedicated to actions and policies that foster a community in which individuals with various identities, cultures, backgrounds, and viewpoints work together to create opportunities for engagement through rewarding and fulfilling careers and personal experiences in a culturally and racially diverse society and a globalized world. We strongly encourage members of historically under-represented and economically-disadvantaged groups and women to apply for employment. Stetson University is an EEO, ADA, ADEA, and GINA employer.*