DIRECTOR OF MARKETING AND COMMUNICATIONS

Wofford College is a place where thought leads, where ideas are celebrated and problem solving is expected. Wofford invites applicants who are focused on student success and excited to join a community committed to preparing thought leaders.

Wofford College, established in 1854, is a four-year, residential liberal arts college located in Spartanburg, South Carolina. It offers 27 major fields of study to a student body of 1,823 undergraduates. Nationally known for the strength of its academic program, outstanding faculty, experiential learning opportunities and successful and supportive graduates, Wofford is recognized consistently as a “best value” and for its commitment to student success and accessibility for low- and middle-income students. The college community has 12 sororities and fraternities as well as 20 NCAA Division I athletics teams.

Wofford College invites applications for director of marketing and communications, a full-time, exempt position that works with all administrative staff and faculty departments. The position directly reports to the vice president for marketing and communications and is a member of the Office of Marketing and Communications (OMC). OMC oversees the college’s marketing and communication strategies and is responsible for all aspects of creative services and photography; digital messaging (web, video and social media); features and publications; internal, external and crisis communications; project management; marketing and special projects.

The normal work schedule is 8:30 a.m. to 5 p.m., Monday through Friday. Depending on activities and special events, evening and weekend hours may be required at times.

RESPONSIBILITIES

The director of marketing and communications leads strategic efforts to advance the reputation of Wofford College and is responsible for marketing plans and initiatives as well as for managing external and internal communications, public information, media relations and crisis communications. The director of marketing and communications promotes, sustains and manages Wofford College’s brand in support of its mission and core values. Primary responsibilities include:

- Management of media relations on the local and national level, including pitches, news releases (including supervision of the hometown release program) and relationship building. Associated media monitoring and analytics reporting is an important component of this responsibility.
- Development and supervision of marketing plans in collaboration with Team OMC and clients across campus.
- Service as liaison for paid advertising and enrollment marketing websites.
- Content creation (storytelling, writing and editing) in collaboration with Team OMC.
• Development and coordination of a strategic communications plan, including proactive external and internal communications as well as crisis communications.
• Participation in and service on assigned, elected or appointed committees or service roles across the Wofford community.
• Other duties as assigned.

QUALIFICATIONS

A bachelor’s degree or certification in a related field (public relations, mass communications, journalism) or equivalent, along with minimally five years professional experience writing and editing content is required for appointment.

The selected candidate will be self-motivated, innovative and poised, with an eye for detail and an emphasis on quality work. The candidate will have excellent copywriting and editing skills, be proficient in Associated Press style and be proficient in all Microsoft Office programs. This role requires an aptitude to work under pressure and adherence to tight and established deadlines. The job requires the director to work both independently as well as on diverse and dynamic teams. The ability to learn quickly and thrive in a collaborative setting are a must for success in this role. The role also requires strong public speaking, critical thinking and problem solving skills. There is an expectation of responsiveness and leadership/Supervisory skills as well as a demonstrated understanding of marketing and communications principles.

APPLY

To apply, email cover letter, resume and at least three references to WoffordNewsDirector@wofford.edu.

EEO STATEMENT

Wofford College values diversity within our students, faculty and staff and strives to recruit, develop and retain the most talented people. Wofford College does not discriminate in employment on the basis of race, color, creed, religion, sex, sexual orientation, transgender status, gender identity, age, national origin, disability, veteran status or any other legally protected status in accordance with applicable federal, state and local laws. For information about Wofford’s Title IX compliance, visit wofford.edu/administration/title-ix.

It is the policy of Wofford College to provide reasonable accommodations for qualified individuals with disabilities for employment. If you require any accommodations to participate in any part of the hiring process, please contact HumanResources@Wofford.edu.