Hampden-Sydney College  
Position Description  
Director of Communications and Marketing

Summary
Promote among the constituents of the College (prospective students, current students, parents, alumni, friends, and faculty/staff) and the general public a positive and balanced image of Hampden-Sydney and its mission. Coordinate the development of integrated marketing strategies to assure that the image of the College presented by the various departments that communicate with its constituents – especially the Offices of Admissions, Alumni Affairs, Institutional Advancement, and Athletics – is accurate, consistent with brand identity and marketing goals, and reflects clearly the mission and goals of the College. The Director of Communications and Marketing reports to the Vice President for Institutional Advancement.

Duties
At all times, serve as the official spokesperson for the College. Coordinate opportunities, when appropriate, for the president and other officials to be interviewed by the media.

Advise the President and other members of the administration on matters related to public relations, especially the management of negative publicity or controversial issues.

Serve as the primary contact with the media. Identify stories for placement in state and national media and promote the same to reporters and producers by developing personal relationships with the media.

Ensure a robust social media presence and ensure that consistent news about the College, its students, faculty, alumni and other constituencies is frequently shared so that a positive image of the College is reflected.

Ensure a robust web presence for the College.

In consultation with staff members in various departments, develop integrated marketing strategies, short term and long term. (Although those involved in the development of specific integrated marketing strategies will vary with needs; it is assumed that Admissions, Alumni Relations, and Institutional Advancement will always be engaged.)

Assure that college publications reflect brand identity, marketing themes, and institutional priorities. Assure that college publications are not unnecessarily duplicative.

Coordinate all marketing advertising (print and electronic). Place marketing related advertising.

Serve as the primary staff liaison to the Marketing Committee of the Board of Trustees and work directly with Committee chair on the work of the Committee.
Supervise the staff of the Communication Office.
Oversee publicity, including media interviews, on-site visits by media representatives, and press conferences, for major public events.

Upon request, advise organizers of College events regarding appropriate publicity and media coverage.

Perform other duties as assigned.

**Education/Experience**
A bachelor’s degree, with a minimum of seven to ten years’ experience in public relations or marketing is required.