 POSITION SUMMARY

The mission of the Office of University Relations is to communicate the educational offerings and purposes of the University and to enhance Fisk’s brand/image by communicating that consistently to its various constituent groups including prospective students, current students, parents, high school teachers and guidance counselors, community, civic and political leaders including elected officials on the local, state and federal levels, community residents and business people, alumni, internal audiences including students, staff and faculty, and a variety of special interest groups and organizations and professional associations at all levels. The office objective is to help create an understanding, acceptance and support of Fisk University from its many and varied constituents.

This position works closely with the Vice President and directors to develop and write communications materials, proposals, and presentations materials to insure the efficient pursuit of private funding. Writes or edits documents including fundraising proposals to individuals, foundations and corporations; fund-raising publications; communications materials, such as press releases, cultivation, solicitation and acknowledgment letters, and official institutional policy and definitive statements of fundraising opportunities to a variety of external audiences including Board, major and leadership donors and prospects, members, corporations and foundations and the general public.

ESSENTIAL FUNCTIONS

- Advise the Vice President on internal and external constituency relations, public relations, marketing and communications.
- Direct, coordinate and integrate the strategic communications, marketing, and public relations functions of the university into a cohesive effort that conveys a consistent message in support of the university’s mission, strategic goals, and objectives.
- At the direction of the Vice President, represent the university to the press on public relations matters.
- Develop and implement internal communication programs to promote transparency and awareness within the campus community of important university initiatives and developments.
- Serve as an external community liaison for the university and work collaboratively with external constituencies on behalf of the Vice President; represent the Vice President on committees, boards, and at events as required; handle sensitive issues with public relations impact potential, and work on special projects undertaken by the Division of Institutional Advancement.
• Develop and oversee a comprehensive marketing, communication, and public relation program that represents a cohesive and consistent image and message supporting the University’s mission and goals.

• Interact effectively with members of the media when functioning as university spokesperson.

• Represent the University and the Vice President at various events in the community.

• Develop professional quality written materials – communications, and articles.

• Advise on public relations approach in dealing with potentially sensitive issues.

Communication, marketing, and public relations program

• Distill, sharpen, and focus the university’s core philosophies and effectively use print and other media to communicate and market these philosophies to major constituencies.

• Develop and oversee all social media marketing in the various areas of the university

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• Lead the university’s efforts to assess, monitor, manage, and respond to issues that place the university in the public eye.

• Advise university personnel how best to translate and communicate their accomplishments to different audiences.

• Develop and implement outreach communication and marketing strategies and plans.

• Oversee press release writing and issuance.

External relations

• May represent the Vice President at events and meetings, and serve on boards and committees as the university representative.

• Provide advice and guidance to the Vice President and senior administration in dealing with community groups, on town/gown relationships, with local political bodies, etc.

• Work collaboratively with the Director of Corporate and Community Relations, as needed.

Print and other media

• Lead development of print, web, and other media matters to promote a positive image and distinctive brand for the University.

• Manage the design, editing, printing, and distribution of university publications.

• Manage photographic services, including arranging coverage of campus events and special functions, and maintaining photographic files.

• Develops advancement position papers; oversees production from draft creation through distribution of final product.

• Executes, supervises or manages elements including: article/topic selection, research, writing/editing, vendor deliverables -- from page proofs and blue lines to mail house operations.

• Participates in working groups to plan, coordinate and execute original communications products and publications related to special events and programs.
Collaboration with other offices

- Collaborate with Enrollment Management offices to ensure consistent branding, uniform messaging, and prioritization of marketing efforts related to prospective students.
- Collaborate with the Office of Alumni Affairs on communications to that constituency.
- Serve on university committees as needed or required.

OTHER

- Promotes the mission of Fisk University in a professional manner
- Participates in professional development activities that support the position and its role in the Division of Institutional Advancement.
- Performs other duties as needed or assigned by the Vice President for Institutional Advancement.

SECONDARY FUNCTIONS

In addition to the performance of essential functions, this position may be required to perform varied high level functions, with the percentage of time performing each function to be determined by the Vice President for Institutional Advancement, based upon the particular requirements of the Division of Institutional Advancement, the University and/or the specific project underway.

ORGANIZATIONAL RESPONSIBILITY

This position reports directly to the Vice President for Advancement Services. He/She supervises the Special Projects and Events Coordinator, as well as other personnel who may be assigned to this office.

SPECIFIC JOB KNOWLEDGE, SKILLS AND ABILITIES

- Possesses ability to anticipate project needs, discern work priorities, and meet deadlines, and be willing to work evenings and weekends, as needed.
- Ability to work independently and collaboratively in a fluid organizational environment
- Ability to maintain confidential information with tact and discretion
- Understanding of the importance of setting a proper tone for the Division of Institutional Advancement
- Minimum of 3-5 years of experience with Word, Excel, PowerPoint and Internet Explorer; InDesign and Raisers’ Edge experience preferred
- Outstanding verbal and written communication skills;
- Excellent interpersonal and organizational skills with strong attention to detail
- Ability to work with a wide variety of constituents
- Ability to be flexible, highly adaptive to change, multitask, and manage multiple projects
- Possesses energetic and ambitious personality and presents executive appearance

QUALIFICATIONS

Education: BA/BS required from an accredited college or university; master’s degree preferred.
Experience: Five years of managerial or leadership support experience within an educational setting required
Licenses or Certificates: None required.
**Additional Requirement:** A background and credit check will be required of the successful applicant. An official transcript (if applicable) and names, addresses and phone numbers of three (3) references will be required of the successful applicant.

**PHYSICAL DEMANDS**

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to handle or feel; reach with hands and arms; talk and hear. The employee may regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

**WORK ENVIRONMENT**

Normal office conditions. The noise level in the work environment is usually moderate.

This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform from time to time.