



POSITION: ASSISTANT DIRECTOR OF COMMUNICATIONS AND PUBLIC RELATIONS
CLASSIFICATION: ADMINISTRATIVE
DEPARTMENT: COLLEGE MARKETING AND COMMUNICATIONS
DIVISION: INSTITUTIONAL ADVANCEMENT
POSITION REPORTS TO: EXECUTIVE DIRECTOR OF COLLEGE MARKETING & COMMUNICATIONS

ABOUT KING'S COLLEGE

King's is a Catholic, comprehensive college in the liberal arts tradition founded in 1946 by priests and brothers from the Congregation of Holy Cross at the University of Notre Dame.

Located in downtown Wilkes-Barre, Pennsylvania, this community of approximately 2,500 students prides itself on professional preparation, personalized attention, and a caring community. The minute you step foot on campus, you will experience the warm, friendly vibe. Founded to educate the sons of coal miners, King's continues to serve the children of the working class with approximately 35% of our undergraduate students who will be the first in their family to graduate from college.

Mission Statement: King's College is a Catholic institution of higher education animated and guided by the Congregation of Holy Cross. King's pursues excellence in teaching, learning, and scholarship through a rigorous core curriculum, major programs across the liberal arts and sciences, nationally-accredited professional programs at the undergraduate and graduate levels, and personal attention to student formation in a nurturing community.

Vision Statement: Since its founding in 1946, King's has been dedicated to the Holy Cross ideal of transforming minds and hearts with zeal in communities of hope. The College's commitment to students is expressed both in the curriculum and in co-curricular programs encouraging service, fostering reflection, and cultivating leadership skills. Inspired by the teaching and example of its namesake, Christ the King, who taught by example and ruled by love, King's forms graduates who will champion the inherent dignity of every person and will mobilize their talents and professional skills to serve the common good. In the words of its founding president, "King's teaches its students not only how to make a living, but how to live."

JOB FUNCTIONS

Coordinates public relations program and serves as King's College's primary press liaison. Develops and facilitates media outreach plans and manages the distribution of information to the press, both locally and nationally, in support of College events, activities, issues, and programs.

Ensures all media outreach efforts and messaging are strategic, cohesive, consistent, and effective in supporting the College's mission, vision, and values. Creates and communicates messaging about the

value of Catholic higher education (specifically the Congregation of Holy Cross) consistent with the King's brand.

Develops and maintains relationships with both internal and external stakeholders. Interacts with reporters, editors, photographers, editorial boards, and other members of the press to disseminate information and publicity. Gathers information and writes public relations materials to obtain media coverage and publicity for the College and its programs. Works closely with internal partners to improve internal communications at the College.

Serves as a member of the Marketing and Communications department's creative team.

Serves as a primary writer for the Marketing and Communications team. Potential tasks in this area include writing press releases, speeches, op-eds, daily internal e-newsletters, articles for *King's Magazine*, social media content, and other materials. Builds collaborative relationships with members of the Marketing and Communications team and other campus partners to coordinate public announcements and to identify emerging media issues.

Works with College leadership and others in responding to media queries and proactively pitching stories. Tracks coverage obtained for the College and prepares regular reports on media relations activities. Plays a leading role in crisis communications (both plan development and management), including the communication of emergency, public safety, and critical-information messaging.

ESSENTIAL RESPONSIBILITIES AND DUTIES

1. Serves as King's primary media liaison.
2. Coordinates the College's media relations activities and manages the dissemination of information about King's events, activities, issues, and programs.
3. Proactively identifies and pitches positive, newsworthy stories. Responds in a timely manner to media inquiries and coordinates the gathering and distribution of needed information.
4. Evaluates the news value and appropriateness of information disseminated to the media. Coordinates all interviews between College staff and members of the press.
5. Mitigates negative media stories and provides accurate information and explanations for events or stories that may adversely impact King's College's public image.
6. Writes and distributes press releases, press advisories, and editorial pieces and follows up to ensure information is accurate and timely.
7. Collaborates with the Marketing and Communications Department, President's Office, senior leadership, and other College departments to disseminate information that is consistent and complementary with King's College's values.
8. Weighs political, social, and other impacts throughout the strategy development and messaging process.
9. Provides strategic planning and messaging assistance in preparation for media interviews and public events.
10. Promotes effective communication between King's and the press by building and maintaining positive relationships with members of the news media.
11. Develops and maintains a list of media contacts, including reporters, editors, community calendar aggregators, stringers and freelancers, and public service directors.

12. Provides media coaching and training to select College staff, faculty, administrators, and students.
13. Oversees efforts in preparing college representatives for media interviews as appropriate including messaging, situational background, etc.
14. Write a wide range of College materials, including but not limited to marketing copy for enrollment marketing publications, brochures and emails, website content, news stories, editorial content for King's Magazine, and alumni, student, faculty/staff, and donor profiles.
15. Creates and disseminates public information in times of crisis or emergency.
16. Helps develop and maintain a departmental crisis communications plan.
17. Works with other groups at the College, especially campus safety, facilities, student life, and website staff, to communicate critical information in times of crisis.
18. Participates in College-wide crisis planning and training activities.
19. Tracks media coverage and develops reports on press coverage.
20. Other duties as assigned or requested.

MINIMUM QUALIFICATIONS

- Bachelor's Degree from a nationally-accredited college or university, preferably in public relations, journalism, communications, or related field.
- Five years related, full-time work experience with demonstrated competency in public relations with a media relations background.

KEY KNOWLEDGE, SKILLS, AND ABILITIES

- Must possess an appreciation for the value of Catholic higher education, specifically the charism of the Congregation of Holy Cross, and respect for the traditions of the close-knit culture of King's College.
- Must present a clear understanding of the mission of King's College so that he/she can infuse the mission throughout his/her communications work and promote it to a wide variety of audiences.
- Exceptional written and verbal communication skills and adept at developing proactive media outreach strategies.
- Ability to handle sensitive information and situations with discretion.
- Must be adept at public relations or journalism writing techniques and must be comfortable with presenting information in a clear, concise, professional, and persuasive manner across multiple media platforms, including on-air interviews, press statements/releases, editorial, social media, and other formats.
- Must understand the principles and techniques of public relations, promotion, and social media.
- Experienced in developing and implementing media relations activities within complex marketing and communications initiatives.
- Participate as a representative for marketing on College-wide committees and tasks forces as needed/assigned.
- Attend events and meetings to streamline communication between marketing and campus offices/departments to gather and disseminate news as needed.
- Must have the ability to work on multiple projects at a time, have strong organizational skills, meet deadlines, and pay attention to detail.

- Experienced in balancing competing priorities and personalities and be able to work with cross-functional teams and build rapport at all levels of the College.
- Must have a thorough understanding of content development and its impact on media relations and social media efforts.
- Be able to effectively develop strategic messaging for a broad range of topics, including in times of crisis. Be willing to participate in the creation of annual communications plans and seasonal campaigns.
- Ability to communicate effectively with a broad range of diverse people, ability, culture, and ethnic background, to maintain good working relationships across the College.
- Ability to work with all groups in a diverse academic, socioeconomic, cultural, and ethnic background of students, faculty, and staff, including those with disabilities.
- Must be flexible and able to adapt to a work schedule that can change, including evening and weekend hours.

PREFERRED QUALIFICATIONS

- Experience in higher education.
- Positive attitude.
- High energy.
- Inquisitive.
- Sense of humor.
- Team player.
- Hunger to be successful.

Application review begins Wednesday, December 1, 2021 and continues until a qualified pool of applicants is identified. In addition to your resume and cover letter, please submit three (3) samples of your professional writing work that demonstrate a variety of writing styles as attachments.

WORKING CONDITIONS:

Typical on-site office conditions.

Located in Wilkes-Barre City.

Must be able to sit or stand for periods of time.