

Communications and Public Relations – Director

Responsible to the Vice President to position and promote Lincoln University in selected areas around the country in order to enhance its position as a world class university and as the “Institution of Choice” for current and potential students, contributors and employees. The Director directs editorial activities and supervises staff and other employees who assist in selecting and preparing material for publication in newspapers, magazines, journals, house organs, and related publications.

Qualifications:

- Master’s degree in Communications or related field preferred.
- At least ten (10) years senior level experience in public relations, marketing, or other relevant communication field.
- Requires superior writing, editing, speaking, management, and interpersonal skills.
- University experience and agency experience, a plus.

Essential Functions:

- Maintain a clear and consistent focus on the University’s accomplishments in higher education.
- Provide favorable exposure for the President and key faculty in the regional and national news media.
- Execute a targeted advertising and public relations campaign to effectively enhance student recruitment, alumni pride and donors’ support.
- Produce and disseminate timely University publications, including the *Lincoln Review*, *Lincoln Lion*, *President’s Annual Report*, *State Budget Annual Report*, and newsletters for prospective students and current faculty and staff.
- Working with Student Affairs, coordinate the writing, editing, design and production of student recruitment publications: recruitment brochure, view book, prospectus.
- Develop a distinguished alumni recognition program designed to recognize the achievements of Lincoln’s most successful alumni.
- Continue to revise and update the University web site.
- All other relevant duties as assigned.

Working Conditions:

Work is primarily performed in a university campus environment and requires a flexible schedule including evening and weekend work. Travel for administrative and legislative work is expected as well as regular visits to satellite locations. The employee is subject to inside environmental conditions: protection from weather conditions but not necessarily from temperature changes.