



BENNETT COLLEGE

Job Posting

Title: Chief Communications and Marketing Officer

Date of Posting: 08/19/16

Closing Date: Until Filled

Job Code: 16-0819BEL

Department: Institutional Advancement

Reports To: Vice President for Institutional Advancement

GENERAL SUMMARY:

The Chief Communications and Marketing Officer is responsible for representing Bennett College to its publics, both internal and external, through a variety of mediums.

ESSENTIAL JOB FUNCTIONS:

- Operates the College's news bureau, which involves news releases, campus newsletter, web site and media coverage
- Work with students, faculty, and staff to provide advance publicity
- Arrange news media coverage
- Make arrangements for visiting media guests for various projects and events
- Cultivate and maintain media relations
- Coordinate photo coverage
- Design and prepare for print a variety of publications including brochures, invitations, flyers, etc.
- Perform other duties as assigned

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of Publications
- Knowledge of Communications/Marketing
- Skills in oral and written communication

- Skills in desktop publishing
- Ability to generate support for Bennett College
- Ability to work in a team environment
- Strong interpersonal and communication skills and the ability to work within a diverse community

EDUCATION AND EXPERIENCE:

B.S. degree in Communications, Journalism or related area required, at least five years of direct related work experience preferably at a college or university.

HOW TO APPLY:

Interested candidates should submit a cover letter, resume, application for employment (found at www.bennett.edu), and three (3) recent letters of recommendation (all letters must be signed and dated within one (1) year), reference **Job Code 16-0819BEL**

Please submit unofficial transcripts from every college and university attended. Official transcripts are required if an offer of employment is made.

Application packets will be forwarded to the hiring manager once all requested documents are received.

You can send your information one of two ways:

Mail to: Human Resources, Bennett College, 900 East Washington Street, Greensboro, NC 27401

Email to: hr@bennett.edu

Resumes received without the job code will not be considered.

NO PHONE CALLS PLEASE!

We are an Equal Opportunity Employer

E-Verify, an online program which is administered through the Department of Homeland Security and the Social Security Administration, are used to verify employment eligibility.