

Executive Director of Communications  
Marian University

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Posted Oct. 25, 2024, set to expire Feb. 24, 2025

**Job Title** Executive Director of Communications  
**Department** Marketing and Communications  
**Institution** Marian University  
Indianapolis, Indiana

**Date Posted** Oct. 25, 2024

**Application Deadline** Open until filled

**Position Start Date** Available immediately

**Job Categories** Director/Manager

**Academic Field(s)** Public Relations/Marketing

**Job Website** <https://marian.rec.pro.ukg.net/MAR1500MNUI/JobBoard/fde73847-46d9-4c8a-924e-a28b5c630bfc/OpportunityDetail?opportunityId=04893bf1-4e83-4ed2-8548-40ddb5203f6d>

**Apply By Email**

**Job Description**

Job Details

Description

As a part of a diverse community of faculty and staff who represent many faith systems and worldviews, Marian University seeks a Executive Director of Communications to promote our Catholic Franciscan mission and identity by leading strategic communication initiatives, both internally and externally. This role will develop and execute comprehensive communications strategies that enhance the university's visibility, build its brand, and communicate its values to a wide range of audiences.

The Executive Director is a self-starter with exceptional relational and leadership skills and the ability to represent Marian University in a positive and professional way to diverse populations. Additionally, this

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person will collaborate with professionals in various divisions across campus to align communication strategies with university goals.

### Essential Duties and Responsibilities:

- \* Actively engage the Catholic Franciscan mission and identity of Marian University by modeling the Franciscan Sponsorship Values and honoring the legacy of the founding congregation through transformative education, unity in diversity, leadership through service, integrating faith and life, and institutional policies.
- \* Develop and execute strategic internal and external communication plans that support the university's priorities, including student recruitment, alumni relations, advancement, students' services, academics and community engagement efforts.
- \* Oversee media relations, acting as the primary media contact for Marian University. Write press releases, develop story ideas, oversee press conferences, and coordinate media responses including crisis communications.
- \* Lead internal communications to ensure timely, transparent, and consistent messaging to faculty, staff, and students.
- \* Crisis and Issues Management lead to communicate strategies during emergencies or sensitive situations. Prepare crisis communications plans and respond swiftly and effectively to emerging issues that may impact the university's reputation.
- \* Create and manage digital content across platforms including the university website, social media, and email newsletters, ensuring alignment with university branding and messaging.
- \* Support executive communications for university leadership, including speech writing, drafting official statements, and managing communications during crises and key university events, such as State of the University Address and Commencement.
- \* Work collaboratively with university departments to create and develop story ideas that align with the communication strategy, supporting media relations, the website newsroom, social media, and other communication platforms.
- \* Supervise and mentor the communications team, providing leadership and professional development opportunities for staff.
- \* Monitor and manage the communications budget, ensuring resources are allocated effectively and efficiently.
- \* Track and report on key communication metrics, adjusting strategies as needed to improve engagement and outreach efforts.
- \* Ensure brands consistently across all communications channels by working with the marketing team on brand standards.

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Required Qualifications:

- \* Bachelor's degree in communications, public relations, marketing, journalism, or a related field; Master's degree preferred.
- \* Minimum of 7-10 years of progressive experience in communications, public relations, or media relations, preferably in higher education or a similar setting.
- \* Proven leadership experience with the ability to manage and inspire a diverse team.
- \* Exceptional written and verbal communication skills, with a strong ability to craft and deliver compelling messages for various audiences.
- \* Demonstrated success in managing media relations, including proactive outreach and crisis communications.
- \* Strong knowledge of digital communications, including web content management systems, social media platforms, and email marketing tools.
- \* Ability to manage multiple projects and deadlines in a fast-paced environment.
- \* A deep understanding of brand management and the ability to uphold and enforce brand consistency across all platforms.
- \* Strong interpersonal skills, with the ability to build relationships with key stakeholders and work collaboratively across departments.
- \* Commitment to the mission and values of Marian University, including respect for its Catholic identity.

Review of applications will begin immediately and continue until the position is filled.

For Consideration All Applications Require:

- \* Cover Letter
- \* Current resume or CV
- \* Contact information of three professional references. The reference contact information must be entered after the application is submitted in the "My Presence" section of the applicant profile.
- \* Responses to the supplementary mission & identity questions.

Please Review Marian University's Mission & Identity Statement before responding to the supplementary questions on your application:

<https://www.marian.edu/faith>

Marian University is an Equal Opportunity Employer. All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply.



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**Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

**Contact**

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