

WARREN WILSON COLLEGE

Position Description

POSITION TITLE: Director of Media Relations

REPORTS TO: Dean of Admission and Marketing

DEPARTMENT: Media Relations

POSITION SUMMARY: Coordinates external communications of the College including its news and information functions. Works closely with the dean and others in small marketing group on the college's message to various audiences.

SPECIFIC RESPONSIBILITIES:

1. Handles all media relations, working to ensure that the College is presented in the most favorable light possible in local, regional and national news media.
2. Identifies and develops news and feature stories for print and broadcast media distribution.
3. Provides narrative material for college guides and national rankings publications.
4. Publishes and updates news and feature content on the College website.
5. Handles external crisis communications, providing information to news media within legal and ethical constraints.
6. Trains and supervises students working in the office in writing news releases and feature stories, conducting interviews, editing and proofreading, identifying photo possibilities, and meeting deadlines.
7. Occasionally calls and coordinates press conferences, as warranted.
8. Provides information for offices across campus, as needed.
9. Performs other related duties, as required.

WORKING CONDITIONS

1. Office environment.
2. Some long-distance travel required.
3. Deadlines are critical.

QUALIFICATIONS:

1. Bachelor's degree in English, journalism, public relations or related program; master's degree preferred.
2. Strong mass media background (minimum of three years' professional experience).
3. Experience in higher education media/public relations preferred.
4. Effective media relations skills are vital.
5. Ability to develop engaging written material.
6. Excellent editing and proofreading skills.
7. Basic knowledge of marketing principles and practices, especially in regard to higher education.