NASHOTAH HOUSE

SEMINARY PUBLIC RELATIONS MANAGER

JOB DESCRIPTION
(20-30 HRS/WK)

FUNCTION

The PR Manager is responsible for creating a consistent, concise message in various medias to promote Nashotah House. The PR Manager works with the Design Manager and other Marketing Team members (i.e. Editor of The Missioner, Development, Admissions etc.) to set and reach goals according to timelines agreed upon by the department from which the project generates.

MAJOR RESPONSIBILITIES

- Manage all PR and written announcements of events and Nashotah House news.
- Coordinate the efforts of all Marketing Team members to plan and implement marketing projects that communicate the Nashotah House vision and accomplishments.
- Interface with Nashotah House departments to create vision, theme and text for marketing projects including ad campaigns (print and/or electronic), Nashotah House Marketing materials (print and/or electronic) and displays.
- Generate text for marketing and communication pieces and edit text for grammatical and thematic consistency.
- Coordinate with the Design Manager to set priorities of work and manage the timeline of projects.
- Manage the theme and text of advertisements in both print and electronic media
- Manage presentation of displays to be used by recruiters
- Participate in decisions regarding seminary "branding" with the Marketing Team members

QUALIFICATIONS

- Bachelor's Degree
- Proficient in organizational skills, computer skills (Microsoft Office)
- Excellent verbal skills; especially written
- Strong communication skills, both in listening and in articulating ideas and plans.
- Understands and appreciates the mission and history of Nashotah House, its academic programs and the types of students Nashotah House recruits
- Able to organize work and people effectively, paying attention to detail while driving projects according to timelines
- Collegial; enjoys team work; the importance of aligned efforts in all departments
- Resourceful and energetic; able to multitask and maximize productivity
- Previous experience in marketing and project management preferred

- Maintains a lifestyle in consonance with sound Christian principles and those promulgated by Nashotah House

SUPERVISION RECEIVED

The PR Manager will report to the Dean to assure coordination with all departments; overall goals, campaigns and timelines will be planned in collaboration with the Design Manager and other Marketing Team members in the various departments.