Job Title: Director of Communications  
Department: Communications  
Reports to: Chief Operating Officer  
Status: Full Time Exempt

**SUMMARY**  
Calvin Theological Seminary seeks a Director of Communications who is responsible for developing the overall institutional communication vision and strategic communications plan and who will take the lead in the execution of the plan. This role advances the mission of Calvin Seminary by serving various internal institutional departments’ communication needs and helping the Seminary to maintain relationships and service to existing constituents and stakeholders as well as developing new connections. The Director of Communications also serves as the brand champion of the Seminary message and profile to advance the Seminary mission through various communication channels.

Reports to: Chief Operating Officer. The Director of Communications serves on the Seminary President’s Administrative Leadership Team.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Develop and implement an integrated, institution wide strategic communication plan to serve Seminary constituents. The Director leads institutional communications efforts, which includes coordinating and working with an interdepartmental seminary Communications Core Team.

2. Develop and maintain institutional brand standards as the Brand Champion. In this role, the Director is responsible for promoting Seminary academic programs and events and telling our story; maintaining the integrity and mission of the brand and promoting brand compliance internally, and strengthening brand identity among key institutional stakeholders.

3. Advance and direct the communication efforts of Calvin Seminary mission and brand by offering vision, writing, and deploying strategic content through various communication channels. These channels include but are not limited to the following:
   - Print and Digital Advertising
   - Editor in Chief for Around the Table Blog (www.calvinseminary.edu/blog)
   - Assist the Seminary President as Managing Editor for the Forum
● In collaboration with the Seminary President, curate the content for the monthly President’s Blog eNewsletter
● Liaison for the Christian Reformed Church in North America’s (CRCNA) Communications Team (i.e. provide content for The Banner, CRCNA Network, Calvin Seminary Annual Report)
● Lead the Seminary’s web team

4. Provide guidance and collaboration that supports the communications plans, campaigns and strategies for Seminary departments, such as Admissions, Alumni Engagement, Development, Dean of Students and Academic Services. This includes, but is not limited to leveraging social media, Google AdWords, Calvin Seminary landing pages, and other print and digital collateral.

5. Source, liaise with, manage and maintain relationships with communications creators and/or vendors, such as authors, videographers, photographers, including professional communications consultants/firms.

6. Provide regular progress reports to the Board of Trustees, Administrative Team, Faculty, and other key stakeholders on the current status and progress of communications campaigns as they relate to advancing the Calvin Seminary brand and mission.

7. Perform other duties related to communications as assigned.

SUPERVISORY RESPONSIBILITIES
The Director is responsible for hiring and managing a team of freelance and contract professionals to develop and deploy communication campaigns. This team may include student workers.

QUALIFICATIONS
To be successful in this position, an individual must be able to perform each essential duty satisfactorily. The qualifications listed below are representative of the knowledge, skill, and ability required.

EDUCATION and EXPERIENCE
A masters degree is preferred and/or bachelors degree in communications or related field with a minimum of five year of previous strategic communication and project coordination work experience. Experience in higher education and/or experience in theological education is preferred. The ideal candidate is a self-starter, mission oriented and able to work well with diverse populations; able to demonstrate evidence of organizational, administrative and communication experience; and has experience with content management systems or other web platforms.

COMMUNICATION SKILLS
The following skills are crucial to successful fulfillment of the responsibilities for this position:
1. Strong communication skills including writing, editing, proofreading, presentation and oral skills
2. Knowledge of communication practices, tools and techniques in social media and other channels
3. Creative writing and content development various for print and digital media
4. Project management skills
5. Ability to develop, articulate, and drive a clear communications vision
6. Ability to meet critical deadlines
7. Excellent organizing and planning skills

DEcision making/judgment
The position requires the ability to prioritize projects and deadlines, plan effectively, think clearly and act responsively.

Other skills and abilities
1. Natural aptitude for hospitality.
2. Effective interpersonal and public relations skills.
3. High level of organization and accuracy.
4. Creativity and energy.
5. Flexibility and ability to manage multiple tasks.
6. Ability to work independently.
7. Use of digital tools at above average level of skill mastery in such platforms as Microsoft Office Suite; Learning Management Systems; Constituent Management Systems, social media.

Personal Integrity
This position requires a person of unquestioned personal integrity demonstrated by honesty in word and deed, supportive teamwork, and ability to keep sensitive matters confidential. Additionally, because Calvin Seminary is the denominational seminary of the Christian Reformed Church in North America, deeply rooted in the Reformed tradition, the person must be familiar with and respect the Christian Reformed Church in North America and her constituencies. A vibrant Christian faith and active church membership are essential.

Physical demands/work environment
The work in this position is performed within routine office conditions, usually without exposure to hazardous or unpleasant conditions. The position will also require some light lifting. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

August 2020