

MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

Director of Communications

Position Overview

The Director of Communications (Director) is responsible for developing communications and outreach on behalf of the Academy. This will include all media relations (print, electronic and digital) for the college and Academy leadership. In addition, the Director will serve as the liaison to outside vendors coordinating and assisting with Academy-wide communication strategies.

Reporting to the President and working day to day with the President and/or his/her designee, the Director will oversee institutional communications, relations with news outlets including print and electronic media, digital and social media; and oversight of design and creative efforts. This position is part of the President's confidential team, having access to confidential information, and is a full-time, benefits eligible position.

Duties

- In coordination with the President or his/her designee, assist with all presidential communications including, but not limited to, letters, speeches, messages to alumni, students and the broader MMA community, etc.
- Oversee the Academy's social media including writing content and reviewing posts;
- Cultivate and maintain a strong media presence through strategic outreach;
- Manage the oversight of vendors who are assisting with the development of an Academy communication strategy;
- Provide counsel on media relations to the President and the Executive Team;
- Assist in researching and writing speeches, developing talking points, and preparing presentations for delivery by the President and, when directed, other Executive Team members;
- Facilitate planned and crisis communications; create news releases, announcements, and other critical and complex communications;
- Serve as a resource for Advancement and Alumni Relations communications;
- Assist in growing online supporter base and admissions traffic through increased outreach to media and other venues and strategic use of external resources;
- Work collaboratively with MMA's Emerging Technologies and Virtual Events Coordinator - Webmaster;
- Create written content for press releases, byline articles, and keynote presentations.
- This position will manage through collaboration with various constituencies and will supervise regular Maine Maritime Academy employees and student workers.
- Perform additional duties as assigned; duties, responsibilities, and activities may change at any time with or without notice

The statements above reflect the general details considered necessary to describe the principal functions of the job as identified, and shall not be considered as a detailed description of all work requirements that may be inherent in the position.

Minimum Qualifications

- Bachelor's degree in public relations, marketing, communications, or a related field;
- Five years' experience in communications, public relations or related field is preferred;
- Ability to maintain confidentiality of highly sensitive materials and information;
- Three years of experience in social media is preferred;
- Demonstrated writing, editing, and interpersonal skills required;
- Strong attention to detail and exceptional organizational skills;
- The ability to articulate to diverse audiences the mission, achievements, and contributions of Maine Maritime Academy;
- Strong writing, editing, public speaking, presentation, and organizational skills;
- Technologically savvy: Exceptional knowledge of the latest digital and integrated marketing tools with experience in leveraging internal skill sets and assets to include an understanding of social media, blogging, and advocacy campaigns and their application to students, alumni, parents, contributors, and partners;
- Strong media relations experience, executive and internal communications and crisis communications skills;
- Strong problem recognition, avoidance and resolution skills;

Preferred Qualifications

- Advanced degree and work experience in both higher education and in public relations, communications, journalism, public affairs, or other related fields preferred.
- Five (5) years of experience in public relations, promotions, marketing, writing, editing, communications, and project management, preferably in higher education.

Key Relationships

- This position has significant interactions with the President and his executive team including leadership, faculty, deans, directors, students, parents, and multiple external organizations to include the media.

Special Conditions

- Background check is required.
- Tobacco-free campus/ships.
- Confidentiality required.

Working Conditions/Physical Requirements

- Position involves sitting/computer keyboard manipulation/computer screen
- Close office setting
- Ability to traverse campus
- Occasional travel, to include shipboard travel
- Work outside of standard office hours as necessary