

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 media relations (print and digital) for the college and Academy leadership. In addition, the Director may be asked to serve as a liaison to outside vendors coordinating and assisting with Academy-wide communication strategies. This position is also responsible serving as editor of the *Mariner* magazine and writing for Shipmate electronic newsletter.

The Director will participate in institutional communications, relations with news outlets including print and electronic media, digital and social media, and contribute to direction of design and creative efforts. This position is a confidential, full-time, benefits eligible position.

Duties

- In coordination with the VP of Advancement and College Relations or his/her designee, assist with Academy communications including, but not limited to, letters, speeches, messages to alumni, students and the broader MMA community, etc.
- Contribute to the Academy's social media including writing content and reviewing posts in collaboration with Director of Digital Communications;
- Cultivate and maintain a strong media presence through strategic outreach;
- Manage the assembly and editorial process for the *Mariner* magazine and *Shipmate*.
- Assist in planned and crisis communications; create news releases, announcements, and other critical and complex communications;
- Serve as a resource for Advancement and Alumni Relations communications;
- Work collaboratively with others in College Relations;
- 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 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, presentation, organizational 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 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