



CALVIN
THEOLOGICAL
SEMINARY

Job Title: Director of Communications

Department: Communications

Reports to: Chief Operating Officer

Status: Full-time Exempt

SUMMARY

The Director of Communications is responsible for developing the overall institutional communication vision and strategic plan and 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, helping the Seminary to maintain relationships with and service to existing constituents and stakeholders, and developing new connections. The Director of Communications serves as the brand champion of the Seminary message and profile to advance the Seminary mission by serving internal and external constituents' information needs through various communication channels. The person in this position serves on the Seminary President's Administrative Leadership Team. This position is a full-time on-site position with flexibility for some hours of remote work.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Develop and implement an integrated, institution wide strategic communication plan and design and execute monthly, yearly, and multi-year goals using a variety of tactics and tools. 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, promoting brand compliance internally, and strengthening brand identity among key institutional stakeholders.
3. Create and implement the communication efforts of Calvin Seminary mission and brand by offering vision, writing, graphic design, and deploying strategic content through various communication channels. These channels include but are not limited to the following:
 - Print and Digital Advertising
 - The Seminary's external facing and internal websites
 - Overseeing Seminary Blogs, video content and channels, social media platforms
 - Forum digital platform design, content curation, management and metrics
 - In collaboration with the Seminary President, design, curate, and post 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), and other denominational communication.

4. Provide guidance and collaboration that supports the communication plans and strategies for all Calvin Seminary departments. This includes, but is not limited to leveraging social media, Google AdWords, Calvin Seminary landing pages, and other print and digital content.
5. Source, liaise with, manage and maintain relationships with communications creators and/or vendors, such as authors, videographers, photographers, including Seminary employees and professional communications consultants/firms as needed for specific projects to achieve communication and enrollment goals.
6. Supporting the communications needs and functions of the Admissions Department through various communication strategies including but not limited to digital, print, and other platforms.
7. Assist in developing SEO strategy, conducting analysis to identify keywords, identifying KPIs, creating content strategies, and reviewing and reporting strategy effectiveness.
8. 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, goals and objectives.
9. Perform other duties related to communications and the Calvin Seminary mission as assigned.

SUPERVISORY RESPONSIBILITIES

The Director supervises the part-time Communications Coordinator and assists with supervising the work of the Communications Office student workers and other staff as assigned to the Communications teams.

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

This position requires a bachelor's degree from a four-year college or university. A master's degree and/or three to five years of previous strategic communication and project coordination work experience are preferred. Experience in higher education and/or experience in theological education is also 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 for various print, social 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. Ability to develop and lead a team from within CTS as well as coordinate well with outside creators and vendors.
7. Use of digital tools at above average level of skill mastery in such platforms as Microsoft Office Suite, Adobe Photoshop, Illustrator, InDesign, and 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 engagement in the life of a local church 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.

October 2023