**Marketing and Communications Manager  
Communications Manager II Level 14**

**Position Snapshot:**

The James Madison College (JMC), Michigan State University’s renowned residential college in public and international affairs, seeks a strategic thinker and skilled storyteller for the position of Marketing and Communications Manager. Reporting to the Dean, this position provides leadership in the development and execution of strategic, organizational, and brand communications that support the college’s overall strategic priorities. Working with the Dean and college leadership, this position will work collaboratively across the organization to develop and execute a robust, multi-channel communications plan that conveys the JMC’s reputation of excellence, raises the visibility of the college nationally and internationally, and communicates effectively with core stakeholders including students, faculty, staff, donors and alumni. Implements a strategic communication and marketing plan for print and digital work on behalf of Admissions. Engages in brand management to consistently present the college in all channels while ensuring alignment with university brand standards. Demonstrates expert ability to craft compelling stories that communicate the far-reaching impact of James Madison College.

This position will work in conjunction with university central communications (University Communications) to identify and develop content that highlights the college and builds affinity and esteem for Michigan State University.

The position reports administratively and functionally to James Madison College but interacts regularly with University Communications for collaboration and alignment about institutional-level activities.

**Position Summary:** The Marketing and Communications Manager in JMC will be responsible for strategy development and execution of all college communications, project and vendor management, website development and maintenance through the university’s content management system, as well as development of social media strategy and the maintenance of social properties including metrics and analytics. Duties involve managing relationships and assignments with faculty and staff to ensure that deadlines are met.

**Duties and Responsibilities:**

1. Plans and executes the college’s communications strategy in conjunction with the dean and other staff. (25%)
2. Oversees publicity such as the college’s newsletters for alumni, college handbook, and University publications; and is responsible for college crisis communication. (40%)
   1. Researches material, interviews individuals and collects information in order to compose articles, press releases, promotional pieces, reports, or catalogs in print or electronic media for distribution to target audiences.
   2. Reviews and/or edits layouts, drafts, and information in order to check for content, readability, and style. Monitors various publications and electronic sources of news and commentary for potential relevance to unit activities.
3. Manages web page design, maintenance, content, accessibility, and audience appeal. Plans creates content, executes and monitors social media strategy, and engages with external audiences in electronic forums. (25%)
4. Represents unit at functions, professional organizations, industry organizations, community, and related external events. (5%)
   1. Interacts with stakeholder groups to engage and promote unit programs.
   2. Interacts with other University departments including Communications & Brand Strategy.
5. Oversees a team of student employees (5%)

Other responsibilities include but are not limited to:

* Develops an integrated communications plan to meet the needs of the college using owned, earned, and social media channels to drive supportive actions.
* Manages databases to ensure effective and efficient communications with critical constituencies including students, faculty, staff, and alumni.
* Supports the recruitment and retention of top faculty.
* Supports alumni and donor engagement to drive supportive action including advocacy, volunteering, and philanthropy.
* Manages media relations to cultivate, create, and pitch positive stories to gain national, regional, and local media placement.
* Assist and support the training of college faculty and leadership to effectively act as experts for media inquiries.
* Develops and maintains a crisis communications plan. Act as primary media contact and liaise with university central communications about issues management and crisis communications.
* Coordinate with university central communications to leverage research expertise and access enterprise marketing technology platforms.
* Educates the Dean, Administration, Faculty, and Staff on marketing and communications
* Develops Web CMS training and protocols
* Establishes metrics and uses analytics data to ensure continuous improvement of marketing communications programs
* Develops and implements communication strategies along with other College staff members to support the recruitment of students to the college
* Completes other duties as assigned.

**Minimum Requirements:** The job requires a Bachelor’s degree and knowledge equivalent to that which normally would be acquired by completing a four-year college degree program in Journalism, Telecommunications, Marketing, Advertising, Public Relations, or related field; three to five years of related and progressively more responsible or expansive work experience in public and media relations; composing, editing and publication production; news, broadcasting, and print media; and/or marketing, advertising, and creative services; graphic design; word processing; desktop publishing; web design; presentation; spreadsheet and/or database software; public presentation or radio production; or computer programming/technology; and/or experience in a field related to area of employment; may require management and supervisory experience; or an equivalent combination of education and experience. Normal business hours are 8 a.m. - 5 p.m. Monday through Friday with occasional nights and weekends.

**Desired Requirements:** Excellent written and verbal communication skills; ability to quickly draft publications and communications pieces; excellent organizational and time management skills; strong interpersonal skills; experience in social media management; demonstrated ability to work both collaboratively and independently.

Strong multi-tasking ability; experience working in a complex organization; training and experience working with Microsoft Suite, Adobe Creative Cloud or similar programs; demonstrated experience with social media platforms including Instagram, Twitter, Facebook, LinkedIn and YouTube; or equivalent combination of education and experience.

**Required documents:**

* Resume
* Cover Letter
* Three Professional References

**Apply here:**

[Details - Marketing and Communication Manager / Communications Manager II (msu.edu)](https://careers.msu.edu/en-us/job/518015/marketing-and-communication-manager-communications-manager-ii)