Media Relations and Communications Specialist

Stephens College seeks an energetic, detail-oriented, highly motivated media communications professional to share our College story across three key platforms – public relations/media relations, social media and internal communications – while contributing to a fast-paced, quality-focused internal marketing and creative services agency under the direction of the Director of Marketing and Communications.

The specialist will build Stephens' reputation by leveraging proven abilities and excitement for reaching out to (cold calling) national, regional and local journalists to pitch feature and news stories; developing strong credibility and working relationships with local, national and niche media; and responding effectively to journalists seeking information from the college.

The selected professional will contribute a keen news sense, superb writing and story-telling skills, and demonstrated success in obtaining high-value, high-impact media placements. The specialist will also set and follow social media strategies that build engagement across all audiences; and message key announcements to internal communities and key influencers with tact and immediacy.

Specific responsibilities include:

- Develops and implements external communications strategies that promote and highlight extraordinary teaching, community service and engagement, as well as the achievements of faculty, students, staff and alumnae.
- Cultivates strong relationships with major local, national and specialty media representatives, and uses network to identify and leverage media opportunities for the College including its auxiliaries. May serve as university spokesperson, as assigned, and/or as the first point of contact for media inquiries.
- Collaborates with Marketing team members, faculty and program leaders to develop creative and effective ways to tell the Stephens story across multimedia platforms.
- With the Director, helps develop proactive approaches to issues management and works in close coordination with Director and other senior leadership to ensure seamless communications to all relevant parties and across all platforms.
- Monitors, manages and produces content for social media channels; promotes and covers internal events that align with message and mission; and assists with events as appropriate to tell the Stephens story across all vehicles.
- Monitors and assesses news coverage and trends; develops, implements and monitors methods of measuring impact of media relations activities.
- May also assist with developing copy and concepts for marketing and advertising materials and websites in a collaborative environment.

EDUCATION / REQUIRED QUALIFICATIONS / EXPERIENCE:

The successful candidate will be a self-starter who is highly motivated to succeed yet interested in working collaboratively as part of a high-energy team of committed marketing professionals. The candidate will offer a demonstrated ability to write articles, presentations, features, and news stories appropriate for publication and wide circulation; strategic messages that reflect the College’s strengths and unique voice; and understand and communicate sensitive issue. Advanced knowledge and use of social media including emerging platforms; and demonstrate effective time management skills are essential.
Qualifications include:

- 3-5+ years of communications management experience
- Proven track record in obtaining successful local, regional, specialty and national media placement through cold calling as well as developing strategic responses to request
- Superb writing skills, a sharp news sense, and keen analytic abilities
- Demonstrated knowledge of/experience in mainstream, digital/online and social media
- Proven ability to organize, shape, and align priorities and projects
- Familiarity with common industry technical tools, such as content management and media distribution systems, and social media platforms, for collaborating on, sharing, and publishing work product
- Bachelor’s degree in communications, public relations, or a related field, is required

Stephens College offers excellent benefits, including vacation/holiday/sick pay, health/dental/life insurance, tuition waiver and College-paid retirement plan.

To apply: Complete the Stephens College application and then submit a resume, a list of five references with contact information, and a cover letter that describes how the applicant’s qualifications and experience align with the job description to humanresources@stephens.edu.

The successful candidate must pass a criminal background check.

EOE A diverse community on campus is valued

Smoke Free Campus