**Vacancy Announcement**

**Director of Marketing, Communications, & Alumni Relations**

Helena College University of Montana, a comprehensive two-year college, provides access to and support of high quality lifelong educational opportunities for our diverse community. Helena College is seeking qualified applicants who wish to become part of a dynamic and creative team for a full-time position as a Director of Marketing, Communications & Alumni Relations.

| The Director of Marketing, Communications, and Alumni Relations is a senior leader reporting directly to the Dean/CEO and serving on the Dean’s Cabinet. The position encompasses several major areas of responsibility including branding, marketing and communications, media and public relations, support of the Helena College Foundation, and alumni relations. |

**This position will be responsible for**

**Branding:**
- Manage, refine, and cultivate the Helena College brand and ensure brand standards and messaging are consistently maintained
- Develop innovative strategies that advance the Helena College brand and increase interest in programs and offerings

**Marketing and Communication:**
- Set a strategic direction for marketing and communication efforts including advertising, social media, enrollment marketing, and promotion efforts
- Create, executive, and assess marketing and communication plans to support student recruitment, alumni relations, and key stakeholder engagement
- Manage and oversee the constant updating of content for the website
- Oversee the creating, executive, and distribution of all marketing and communication deliverables
- Provide counsel and support to the Dean/CEO and other campus leaders with the creation of internal and external communications
- Manage an internal communications program that ensures the Helena College faculty, staff, and students are informed about events, updates, and priorities

**Media and Public Relations:**
- Develop, foster, and advance effective collaborative relationships within the community and with local media to raise awareness for Helena College and positively influence perceptions and decisions of external partners
- Lead media relations strategy and outreach
- Create and leverage opportunities to drive public relations strategies and tactics
- Anticipate and lead Helena College public relations responses to unusual or crisis situations in partnership with the Dean/CEO and campus leadership
- Develop and guide messaging for campus leadership when speaking at public events and represent Helena College at events, when needed

**Support of Helena College Foundation:**
- Assist with and participate in Helena College Foundation’s efforts to raise funds
- Assist with community awareness of Helena College Foundation
- Participate in regular Foundation meetings as representative of Helena College

**Alumni Relations:**
- Create systems, processes, and procedures for development of Alumni Association for Helena College
- Engage alumni in activities of the college
- Develop a communications strategy for engaging alumni
- Ensure alumni database is current

**Other:**
- Participate in and contribute to the College’s leadership meetings and initiatives to advance Helena College’s strategic direction and priorities
**Allocate the marketing and communications budget to maximize the impact of marketing, communication, branding, and other objectives**

- Serve as main point of contact for MUS communications team with Helena College
- Serve as main point of contact for all free speech issues and questions at Helena College
- Responsible for distribution of timely warning messages to campus, as necessary
- Support and champion Helena College’s mission, vision, values, and priorities

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<th>Minimum Qualifications</th>
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<tr>
<td>Bachelor’s degree in communications, marketing, public relations, or writing</td>
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<td>Experience with public relations, marketing, and market research in a business or education setting.</td>
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<td>Experience with management of social media presence.</td>
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<td>Experience with CRM and email marketing campaigns</td>
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**Preferred:**
- Experience in higher education
- Supervisory and budget management experience

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<th>Benefit and Salary Information</th>
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<td>$65,000-$70,000 annually.</td>
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<td>Benefits include a comprehensive and competitive group benefits package including Insurance package, mandatory retirement plan, partial tuition waiver, professional development, and wellness program.</td>
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<th>How to Apply</th>
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<td><strong>Priority Application Date:</strong> Sunday, June 5, 2022</td>
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Review of applications will begin after date above and continue until the position is filled.

Submit the following materials:

- **Letter of Interest** – addressing the stated required skills for the position
- **Detailed Resume** listing education and describing work experience
o Transcript
o Names and contact information of three professional (3) references.

o Supplemental Information: Please provide examples of previous work including:
  o Writing samples
  o Creative/Design samples
  o Social Media content samples

Apply Here

Incomplete applications may not be considered.

Helena College University of Montana is committed to building a culturally diverse educational environment. The campus is especially interested in candidates who can contribute to the diversity and excellence of the academic community through their teaching and/or service. Women, minorities, individuals with disabilities and veterans are encouraged to apply.

Criminal Background Investigation is required prior to Offer of Employment
In accordance with University policy, finalists for this position will be subject to criminal background investigations.

ADA/EOE/AA/Veteran's Preference
Reasonable accommodations are provided in the hiring process for persons with disabilities. For example, this material is available in alternative format upon request. As an Equal Opportunity/Affirmative Action employer, we encourage applications from minorities, veterans, and women. Qualified candidates may request veterans’ or disabilities preference in accordance with state law.
Applicants requesting veterans’ or disability hiring preference must provide appropriate documentation to verify eligibility.
Appropriate documentation includes the following:

- DD-214 showing the character of discharge or a document issued by the Office of the Adjutant General of the Montana National Guard certifying service (a veteran or eligible relative)
- Service-connected disability letter issued by the U.S. Department of Veterans Affairs (a disabled veteran or eligible relative)
- Montana DPHHS Disability Certification through the Vocational Rehabilitation Programs (a person with a disability or spouse of a person with a 100% disability)

Other suitable documentation, if deemed sufficient by the hiring agency, may be accepted. Eligible relatives may also need to provide additional documentation in order to demonstrate that all eligibility criteria and requirements are met.
Testing
Individual hiring departments at Helena College may elect to administer pre-employment tests, which are relevant to essential job functions.

*References not listed on the application materials may be contacted; notice may be provided to the applicant.

*All New Employees must be eligible and show employment eligibility verification by the first date of employment at Helena College University of Montana, as legally required (e.g., Form I-9).
Title VII of the U.S. Civil Rights Act requires Helena College to “make and keep records relevant to the determinations of whether unlawful employment practices have been or are being committed.” This is also a requirement of the Montana Human Rights Act and state and federal laws providing employment opportunities for veterans and persons with disabilities. The following survey helps to fulfill these requirements.

Helena College’s commitment to equal opportunity, nondiscrimination, and affirmative action in employment is realized through its Affirmative Action Plan. This plan and legal responsibilities to ensure equal employment opportunity require reports of job applicants by race/ethnic categories, gender and veteran status. Analysis of the information provided will be used to monitor recruitment and selection practices in at Helena College.

This information is voluntary and is gathered for statistical purposes only. It is kept confidential, separate from application materials, and will NOT be used in any way to evaluate your qualifications for employment.

Position Applied for:
Last Name: First Name: Middle Initial:

Gender: □ Male □ Female

Race/National Origin:
□ White (not of Hispanic origin): all persons having origins in any of the original people of Europe, North Africa, or the Middle East.

□ Black (not of Hispanic origin): all persons having origins in any of the black racial groups.

□ Hispanic: all persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.

□ Asian or Pacific Islanders: All persons having origins in any of the original peoples of the Far East, Southeast, the Pacific Islands, or the Indian Subcontinent.

□ American Indian or Alaskan Native: All persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.

Veteran Status:
□ No Military Service

□ Disabled Veteran: (i) a veteran of the U.S. military, ground, naval or air service who is entitled to compensation (or who but for the receipt of military retired pay would be entitled to compensation) under
laws administered by the Secretary of Veteran's Affairs or (ii) a person who was discharged or released from active duty because of a service-connected disability.

☐ Other Protected Veteran: a veteran who served on active duty in the U.S. military, round, naval, or air service during a war or in a campaign or expedition for which a campaign badge has been authorized.

☐ Armed Forces Service Medal Veteran: a veteran who, while serving on active duty in the U.S. military, ground naval or air service, participated in a United States military operation for which an Armed Forces service medal was awarded pursuant to Executive Order 12985.

☐ Recently Separated Veteran: a veteran of the U.S. military, ground, naval or air service during the three-year period beginning on the date of such veteran's discharge or release from active duty.

Where did you learn about this vacancy?
☐ Newspaper   ☐ Job Service   ☐ Referral   ☐ Posting   ☐ Web   ☐ Career Fair   ☐ Other: