



DIRECTOR OF COMMUNICATIONS, BRAND & DIGITAL STRATEGY INSTITUTIONAL ADVANCEMENT

REPORT TO: VICE PRESIDENT FOR ADVANCEMENT, INNOVATION & GROWTH
E CLASS: FULL-TIME
FLSA: EXEMPT

PURPOSE:

The Director of Communications, Brand & Digital Strategy serves as the College's chief communications and brand strategist and provides executive leadership for institutional communications, marketing, branding, public relations, digital strategy, executive communications, and reputation management.

The Director develops and implements integrated communications and marketing strategies that strengthen the College's reputation, increase enrollment, support fundraising initiatives, enhance alumni and community engagement, and promote the mission and strategic priorities of Miles College.

The Director is responsible for establishing and protecting the College's brand identity while overseeing all institutional communications across print, digital, multimedia, web, social media, and emerging communication platforms. Working collaboratively with executive leadership, faculty, staff, students, alumni, and community partners, the Director ensures that all communications consistently reflect the College's mission, values, and strategic objectives.

Minimum Qualifications

- Bachelor's degree in Multimedia Production, Digital Media, Communications, Graphic Design, Marketing, Journalism, Broadcasting, or a closely related field.
- Three to five (3-5) years of professional experience in multimedia production, videography, photography, graphic design, marketing, or digital communications. An equivalent combination of education and experience may be considered.
- Experience using professional cameras, lighting, audio equipment, and multimedia editing software.
- Portfolio demonstrating proficiency in video production, photography, graphic design, or other multimedia work.

Preferred Qualifications

- Experience producing multimedia content in higher education, nonprofit organizations, or a similarly mission-driven environment.
- Experience supporting marketing, communications, admissions, or institutional advancement initiatives.
- Experience with photography and videography for live events.
- Experience creating content for websites, digital signage, and social media platforms.
- Experience supervising or mentoring student workers or interns.

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:

Communications

- Develop comprehensive communication plans.
- Write news releases, speeches, and institutional communications.
- Coordinate media relations.
- Manage crisis communications as assigned.

Marketing & Branding

- Ensure consistency of institutional branding.
- Develop marketing materials for recruitment and fundraising.
- Coordinate advertising campaigns.
- Support enrollment marketing initiatives.

Digital Strategy

- Manage website content and updates.
- Oversee social media strategy.
- Develop digital marketing campaigns.
- Analyze website and social media analytics.

Creative Services

- Coordinate photography and videography.
- Produce publications and newsletters.
- Supervise student communications and ambassadors.
- Develop PowerPoint presentations for executive leadership.

Other Duties

- Support institutional events.
- Collaborate with departments to advance the College's mission and vision.
- Perform other duties as assigned.

KNOWLEDGE, SKILLS & ABILITIES:

- Knowledge of marketing, communications, branding, public relations, and digital media strategies.
- Strong leadership, communication, project management, and relationship-building skills.
- Proficiency in Microsoft Office, social media platforms, website content management systems, and marketing analytics tools.
- Ability to develop and implement strategic marketing and communication plans.
- Ability to create compelling written and visual communications for diverse audiences.
- Ability to analyze data, evaluate campaign effectiveness, and make data-driven decisions.
- Ability to manage multiple projects, meet deadlines, and supervise staff while maintaining effective relationships with internal and external stakeholders.

WORK ENVIRONMENT:

The work environment includes exposure to physical conditions typical of a normal office environment. Most of the job is performed while sitting, although the work may require occasional standing or walking and/or the lifting and carrying of small objects. Occasional evening or weekend hours may be required to accommodate campus initiatives.

TRAVEL:

Travel may be required.

***This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment.*

SPECIAL INSTRUCTIONS TO APPLICANTS:

A criminal background check will be conducted. *No phone calls will be accepted.* **Interested applicants should submit a resume, cover letter, and application to hr@miles.edu. Must be legally authorized to work in the United States without need for employer sponsorship, now or at any time in the future.** Due to the large volume of inquiries, applicants will only receive a response if there is a match, at which point the applicant will be contacted for an interview.

NOTICE OF NON-DISCRIMINATION

Miles College is an equal-opportunity employer dedicated to building an inclusive and diverse workforce. Miles College does not discriminate in its educational programs and activities based on race, color, religion, ethnic or national origin, age, disability, sex, gender, gender identity, gender expression, sexual orientation, veteran status, or any other basis prohibited by law. Inquiries about the application of Title IX and its supporting regulations may be directed to the Title IX Coordinator, Brown Hall Room 101, 5500 Myron Massey Blvd, Fairfield, AL 35064, 205-929-1440, titleix@miles.edu. For information on the Title IX Sexual Harassment/Sexual Assault policy and grievance procedures, please [Click here](#).

TITLE IX / STATEMENT OF NONDISCRIMINATION

As set forth in this Policy, MILES COLLEGE prohibits discrimination on the basis of sex in its programs and activities. As defined by Title IX, discrimination on the basis of sex includes discrimination on the basis of sex stereotypes, sex characteristics, pregnancy or related conditions, sexual orientation, and gender identity.

MILES COLLEGE does not discriminate in its admissions practices, except as permitted by law, in its employment practices, or in its educational programs or activities on the basis of sex.

MILES COLLEGE also prohibits retaliation against any person opposing sex discrimination or participating in any sex discrimination investigation or complaint process, whether internal or external to MILES COLLEGE. Sex-based harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination that are prohibited under Title IX and by the college's [Title IX Policy](#).