

Job Description

Kingswood University

Position Title: Director of Communications
Classification: Full-time
Responsible To: VP for Enrolment & Marketing
Purpose: To provide leadership and overall management direction for campus communications.
Goal: To develop, implement, and maintain results-focused, innovative solutions for communications, digital and print marketing, website management, social media, and AV technology across campus to support effective operations and achieve organizational goals.

Responsibilities:

- Understand the needs of the institution to provide strategic solutions that support business operations, improve relationships with internal and external constituencies, and support recruitment and retention efforts.
- Provide hands-on leadership to communication efforts, including but not limited to, graphic design, market research, branding, writing, photography, videography, social media, and website design and development.
- Cultivate trust-based relationships across the University, especially with the areas of Enrolment, Donor Engagement, Academics, and the President's Office, to develop communication outcomes, establish and implement strategies to meet those outcomes, and measure success.
- Serve as key liaison to negotiate service provider agreements under areas of responsibility to contribute to the effectiveness of Kingswood's operations, recruitment, and retention efforts. Monitor service delivery to ensure outcomes are achieved.
- Regularly assess communication effectiveness and evaluate new opportunities to achieve department and organizational goals.
- Formulate, plan, and budget for communication expenditures.
- Provide leadership and technical support for facility audio, video, and recording for on-campus events and conferencing.
- Assist Enrolment with student ministry team training within the scope of responsibility.
- Recruit and train students to assist with Chapel services, social media, and AV requirements for on-campus events within the scope of responsibility.
- View this position as a ministry, including mentoring students in their Christian walk as opportunities arise in the fulfillment of your responsibilities.
- Participate in University events, including regular chapel attendance.
- Perform additional duties, as required.

Qualifications:

- Bachelor's degree in Business, Marketing, Communications, or related field, or equivalent combination of training and experience.
- Experience with graphic design tools (Adobe Creative Suite), audio mixing, and web development.

- Proficiency with, or a willingness to learn, social media platforms, digital ad marketing, and related data analysis.
- Director-level skills and experience including self-motivation, goal accomplishment, and work prioritization.
- Collaborative mindset, including ability to lead, manage, or participate in cross-functional teams.
- Well-organized and able to manage multiple projects at once.
- Attention to detail and accuracy with a commitment to excellence.
- Good interpersonal communication skills including listening, relating, diplomacy, tact, and creative problem solving.
- Willingness to actively engage with resources and attend virtual and in-person training events to stay current with rapidly changing technology, techniques, and strategies.
- Willing to work flexible hours to accommodate emergency or time-sensitive issues.
- Understanding of and ability to communicate Christian values and beliefs to students.

Values:

- Godly, spiritually mature, fully devoted to Christ and the Church.
- Genuine and evident love for other persons demonstrated by consistent spirit of kindness, compassion, and respect for all other persons.
- Integrity and moral excellence, with life above reproach.
- Code of personal conduct consistent with membership commitments for leaders of The Wesleyan Church.
- Commitment to enthusiastically assist in fulfillment of Kingswood University's mission.

General University Information: Kingswood University is owned by The Wesleyan Church. The mission of Kingswood is to serve Jesus Christ by strengthening the local and global church through forming Christ-like servant leaders in a community that creatively blends academic excellence and practical ministry experience with intentional spiritual formation.

Direct resumes to:

Andrea Gunter
 VP for Enrolment & Marketing
 Kingswood University
 26 Western Street.
 Sussex, NB E4E 1E6

Email: guntera@kingswood.edu
 Phone: (506) 432-4402