Position Summary

The Assistant Director of Communications will provide key editorial and communications support for the college’s admissions, development, and media relations efforts.

For Admissions, the primary function of this position is to develop and coordinate communications that are delivered to a diverse prospective student audience to increase engagement and enrollment at Pacific Northwest College of Art. Responsibilities include maintaining a comprehensive communication plan for Admissions to implement through Slate (our Customer Relations Management system (CRM)), and creating and helping to design responsive marketing to varying constituent groups in print, digital, advertising, and social media as it relates to the recruitment and enrollment of students.

Support for Advancement and media relations will include writing effective communications for our various donor materials, press releases, institutional news, as well as internal announcements from the Office of the President.

The position will develop and maintain media contacts, proactively creating opportunities to further conversations with influencers and identifying opportunities for engagement.

The position will collaborate with the Creative Director on high-level branding efforts and communications.

The position will be located in the Communications Office as well as in Admissions part time.

Essential Functions

Development and Media Relations

- Maintain active presence on institutional social networking platforms.
- Keep internal community apprised of institutional news via communications emails, Homeroom, and other tools.
- Maintain a current institutional news presence by providing content for pnca.edu.
- Collaborate with Creative Director on high-level branding, campaigns, collateral, case statements, and overall creative direction.
- Draft press releases.
- Serve as liaison to college media.
• Develop and maintain media contacts, proactively creating opportunities to further conversations with influencers and identifying opportunities for engagement.
• Update/research media/VIP database/track press coverage.
• Update the online press room with current press releases and images.

Admissions Support
• Maintain communication plan to implement through Slate CRM.
• Develop and maintain Admission’s communications calendar through Gmail—outlining email campaigns, social media posts, etc.
• Maintain active presence on institutional social networking platforms (Instagram, Facebook, Twitter)
• Write, develop, and execute targeted electronic, print, and text communications to a variety of different audiences.
• Reinforce branding standards and college style in all materials.
• Work closely with the Director of Admissions and Creative Director to maintain a consistent college voice in all recruitment materials, social media presence, and advertising.
• Use analytic data—when available—to assess effectiveness of message, modality, and timing and adjust communication plans accordingly.
• Maintains current knowledge of PNCA’s academic, recreational, social, extracurricular, and scholarship opportunities, and communicates this information to prospective students
• Weekly meetings/check-ins with Creative Director and Admissions Director.

Other Duties
• Maintain positive working relationships with College departments, staff, vendors, contractors, and the public.
• Participate in professional development opportunities and partnership organizations.
• Perform other duties as assigned.

Required Qualifications
• Bachelor’s degree or relevant experience.
• Five (5+) years of communications, public relations, journalism, or copywriting experience.
• Knowledge of communications for higher-ed.
• Knowledge and/or interest in art, design, and craft.
• Demonstrated ability to work effectively with a staff of various cultural and socioeconomic backgrounds.
• Strong leadership, management, and interpersonal skills, with the ability to make effective decisions based on facts and sound judgment.
• Detail-oriented, excellent organization, prioritization, self-motivation, and self-management.
• Strong computer literacy including MS Office applications and basic html. A working knowledge of Adobe Creative Suite is a plus.
• Ability to manage multiple tasks and successfully meet deadlines.
Diversity Statement
PNCA recognizes that diverse classrooms and workplaces offer the richest learning opportunities. PNCA is therefore committed to a policy of equality in our admission and employment practices. All students and employees will be treated fairly at all times and without regard to race, color, creed, religion, sex, age, national origin, citizenship, veteran or marital status, source of income, sexual orientation, gender identity and expression, or the presence of any sensory, physical, psychological or learning disability, and all other bases prohibited by local, state, or federal law. PNCA welcomes applications from candidates that expand the college’s diversity.

To Apply
Email your cover letter and resume to: hr@pnca.edu