



Job Vacancy Announcement
Director of Communications

POSITION TITLE: Director of Communications

JVA#: 2025-27

DEPARTMENT Office of the President

POSITION SUMMARY: Reporting to the President, the Director of Communications serves as the chief communications officer for the University, cultivating positive, effective, and meaningful communications strategies and relationships, advancing the University's positive image, and advancing the Mission and goals of Bluefield State University. This position encompasses communications and developing positive relationships both within and outside of the University, including with external media sources (print and electronic relations), community organizations, governmental entities (local, state, etc.), and stakeholders. This position also works with and integrates the communications needs of the University with all areas of the University, especially the Office of the President, Marketing, Alumni Services, Athletics, Development, and Academics.

POSITION CLASSIFICATION/COMPENSATION: This position is Nonclassified and full-time, carries an Exempt status under the Fair Labor Standards Act, and serves at the will and pleasure of the President. Actual compensation will be commensurate with specific qualifications and experience related to the position. The position is dependent upon available funding.

CORE RESPONSIBILITIES:

Communications Strategies

- Develop and implement a comprehensive communications and governmental affairs strategy that aligns with BSU's Mission, Vision, Values, and Goals.
- Develop and measure reportable benchmarks on the value of the communications strategy.
- Create a professional communications team with a culture of continuous development and improvement.
- Create a calendar of public engagement events and relationship-establishing opportunities
- Develop strong partnerships and collaborations with businesses, other higher education institutions, NGOs, governmental bodies, etc.
- Prepare, manage, and successfully develop a newsletter (i.e., "The Beacon on the Hill")
- Prepare, manage, and successfully develop updates, focus pieces, and media related to public interest narratives regarding students, faculty, alumni, successes, etc.

- Comb social and traditional media for relevant information/stories and proactive marketing, development, outreach, and related purposes.

Internal Communications

- Direct and coordinate internal communications to campus and Beckley Center to ensure that students and employees are informed and engaged
- Developing clear, compelling messages that connect with employees at all levels is crucial for maintaining a unified organizational culture that aligns with corporate objectives. Adapting communication strategies to meet the needs of various internal groups enhances transparency and trust within the organization.
- Develop and communicate to Board of Governors members, senior staff, and Cabinet periodic (no later than weekly) updates on important matters related to Bluefield State to ensure that such individuals are aware, knowledgeable, and conversant in institutional matters and successes.

Earned media

- Effective, efficient, and proactive use

Press/media/external/influencers relations -

- Oversee the creation of all forms of media and content, including press releases, speeches, and digital content, to ensure consistency in messaging.
- Fostering positive relationships with media professionals, including journalists, bloggers, and influencers, is critical. This involves a mix of proactive outreach, prompt responses to inquiries, and the ability to develop stories that appeal to both media representatives and the broader public.
- Skillful use of digital platforms to convey the BSU's message and understanding of the specific characteristics of each platform, from social media to corporate blogs, are necessary to ensure consistent engagement and effectively reach diverse audiences.
- Be the point of contact for external media, press, etc.

Crisis and Emergency Issues Management/Communications

- During times of crisis and acute emergencies, the Director of Communications will manage the information flow to minimize damage to BSU's reputation and to maintain stakeholder trust.
- Crafting messages that are transparent, responsive, and reflect the BSU's values, while coordinating communication efforts internally and externally.
- Anticipate and plan for potential crisis issues for quick response to mitigate any negative impact on BSU's reputation.
- Coordinate communications related to weather, snow days, and other campus emergencies.
- Be responsible for Clery Act reporting (until a Safety Manager position is created) and work with the Security Team.

Marketing

- Work closely with VP Marketing to assist in executing marketing strategies
- Ensuring a unified brand identity across all communication channels is a primary duty. By strategically leveraging storytelling and insights, the Director of Communications will seek to influence public perception and cultivate a dedicated customer/community base, ensuring every message is in line with the organization's values and market position.
- Coordinate with the VP of Marketing in BSU's social media strategy to foster community and brand visibility

Governmental/Community Affairs

- Closely work with and coordinate the Governmental Affairs Team and Community Groups
- Develop a comprehensive governmental affairs strategy that aligns with BSU's Mission, Vision, Values, and Goals.
- Liaison to the City of Bluefield, Mercer County, and the state legislature providing updates to the President and Cabinet

Budget

- Oversee and efficiently manage the Communications budget

Other Duties

- Coordinate with the Faculty Assembly and Staff Council in communications.
- Prepare President and Senior Staff for meetings, speeches, presentations, etc.
- Includes preparation of remarks/presentations.
- Stand in for the President for events, briefings, etc. (such as Rotary, etc.)
- Accompany the President as appropriate to meetings, governmental events, etc.
- Travel as needed.
- Other duties as assigned.

MINIMUM REQUIRED QUALIFICATIONS: Bachelor's Degree in Journalism, Public Relations, Communications, or other directly related field from an accredited institution. Minimum of five years of media, communications, public relations, governmental service and affairs, and higher education experience. Requires analytical skills, outstanding verbal and writing skills, judgment, anticipation, and creativity in a dynamic, sometimes emergency, environment;

Requires expertise in communications, public relations, community services, print and electronic media, and social media (working with V.P. Marketing); Strong leadership qualities, including the ability to inspire and motivate large teams to accomplish a common goal; Proven ability and experience in project management and the ability to meet deadlines; Robust knowledge of email and marketing automation tools, content management platforms, and social media marketing tools; Ability to network and build trusted relationships with internal and external stakeholders; Ability to develop/deliver compelling narratives to different

audiences through diverse channels; Ability to be flexible and adaptable, work under pressure, and meet tight deadlines.

PREFERRED QUALIFICATIONS: Master's Degree from an accredited institution.

THE UNIVERSITY: The mission of Bluefield State University is to provide students with an affordable, accessible opportunity for public higher education. A historically black institution, Bluefield State University prepares students for diverse professions, graduate study, informed citizenship, community involvement, and public service in an ever-changing global society. **BSU welcomes all qualified candidates to apply.** More information about the University is available at www.bluefieldstate.edu.

APPLICATION PROCEDURE: Completed applications are to be submitted in electronic format only to humanresources@bluefieldstate.edu and must include:

1. Letter of interest specific to the position;
2. A completed BSU Employment Application (form available at <https://www.bluefieldstate.edu/resources/human-resources/jobs>);
3. Resume/CV;
4. Contact information for at least three professional references; and
5. Transcripts (unofficial transcripts are acceptable for the application process; official transcripts will be required of the selected candidate).

Please **do not** include photographs or any personal information (e.g. D.O.B, place of birth, etc.) on your application or supporting documents. **Also, Bluefield State University does not provide H1B visa or employment sponsorship**

DATE POSTED: June 24, 2025

CLOSING DATE: For full consideration, applications must be received by 4:00 pm EST, July 9, 2025. Applications will be accepted until the position is filled; however, applications received after the deadline may not receive full consideration.

Bluefield State University is an HBCU, AA/EOE/ADA employer, committed to the principle that minorities, women, veterans, and individuals with disabilities are encouraged to apply. The university complies with all applicable federal and state laws designed to promote equal educational and employment opportunities. Bluefield State University does not provide an H1B visa or employment sponsorship.